AMP 2017 Global Congress on Molecular Pathology

Diagnostic Technologies and Clinical Applications

Berlin | April 3–5, 2017 | ESTREL Congress & Exhibition Center

Sponsors and Exhibitors Brochure

www.ampberlin2017.com

Five good reasons to participate:

1. Be part of the inaugural Global Congress on Molecular Pathology – Association for Molecular Pathology’s First Ever International Event!

2. Network with leading professionals in Molecular Diagnostics

3. Access hundreds of decision makers and field leaders

4. Exposure of your brand to a new audience

5. We make it easy to participate! Professional local support provided by MCI
Choose your preferred level of sponsorship from our carefully compiled selection. Once your level of sponsorship is confirmed, secure your preferred exhibition space as well as take advantage of the additional sponsorship opportunities available by sending us your completed registration forms. We look forward to receiving your call!

The AMP 2017 Global Congress at a Glance

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General Terms and Conditions

Industry Exhibition & Sponsorship

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Project Management

Bettina Studt
Tel.: +49 (0)30 20 459 13
Email: amp-berlin@mci-group.com
### The AMP 2017 Global Congress at a Glance

<table>
<thead>
<tr>
<th><strong>Event Organiser</strong></th>
<th><strong>Date</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>MCI Deutschland GmbH</td>
<td>April 3–5, 2017</td>
</tr>
<tr>
<td>MCI Berlin Office</td>
<td></td>
</tr>
<tr>
<td>Markgrafenstrasse 56</td>
<td></td>
</tr>
<tr>
<td>10117 Berlin</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>AMP President</strong></th>
<th><strong>Congress Website</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Federico A. Monzon, MD</td>
<td><a href="http://www.ampberlin2017.com">www.ampberlin2017.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Organizing Chairs GCMP 2017</strong></th>
<th><strong>Congress Language</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret Gulley, MD</td>
<td>English</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Society</strong></th>
<th><strong>Main Themes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Association for Molecular Pathology (AMP)</td>
<td>Cross-Cutting Sessions on Emerging Diagnostic Technologies:</td>
</tr>
<tr>
<td></td>
<td>- Liquid Biopsies</td>
</tr>
<tr>
<td></td>
<td>- Single Cell Analysis</td>
</tr>
<tr>
<td></td>
<td>- Informatics</td>
</tr>
<tr>
<td></td>
<td>- Microbiome</td>
</tr>
<tr>
<td></td>
<td>- Quality Assurance</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Venue</strong></th>
<th><strong>Focused Discussion on Molecular Pathology in:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Estrel Congress &amp; Exhibition Center</td>
<td>- Cancers</td>
</tr>
<tr>
<td>Sonnenallee 225</td>
<td>- Inherited Conditions</td>
</tr>
<tr>
<td>12057 Berlin, Germany</td>
<td>- Infectious Diseases</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Congress Organisation</strong></th>
<th><strong>Practical Short-Courses in:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>MCI Deutschland GmbH</td>
<td>- Next-Generation-Sequencing</td>
</tr>
<tr>
<td>MCI Berlin Office</td>
<td>- Clinical Informatics Pipeline</td>
</tr>
<tr>
<td>Markgrafenstrasse 56</td>
<td>- Clonal Evolution and Heterogeneity</td>
</tr>
<tr>
<td>10117 Berlin</td>
<td></td>
</tr>
<tr>
<td>Tel: +49 (0)30 20 45 90</td>
<td></td>
</tr>
<tr>
<td>Fax: +49 (0)30 20 45 950</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Target Audience</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab Professionals (Directors, Researchers, Supervisors, Managers)</td>
</tr>
<tr>
<td>Clinicians (Oncologists, Geneticists, Infectious Disease and Primary Care Physicians)</td>
</tr>
<tr>
<td>Molecular/Medical Technologists and Doctoral Trainees</td>
</tr>
<tr>
<td>Pathologists</td>
</tr>
</tbody>
</table>

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Dear Industry Representatives,

The Association for Molecular Pathology (AMP) is pleased to invite you to join us for the inaugural AMP 2017 Global Congress on Molecular Pathology: Diagnostic Technologies and Clinical Applications, in Berlin, Germany, April 3-5, 2017. A multi-disciplinary scientific program and world class industry exhibition will showcase cutting-edge molecular technology with clinical applications in oncology (solid tumors, hematopathology), genetics (congenital, heritable), and infectious diseases.

AMP is the premier organization representing the field of molecular diagnostics worldwide, known for providing superior educational and networking opportunities in support of those advancing molecular medicine worldwide. We are an international organization with over 2200+ members residing in 47 countries. AMP members are decision makers in the field with over 50% of our members holding high level management positions. Every year in November, AMP hosts its Annual Meeting in the United States. This meeting attracts over 2,000 molecular laboratory decision makers and 200+ exhibiting companies. It is widely considered the premier meeting in the field of molecular medicine. In 2017, AMP will bring its unique brand of scientific/educational programming and networking opportunities to Berlin, Germany for the inaugural AMP Global Congress.

The AMP Global Congress will bring together a network of molecular laboratory professionals and representatives of the diagnostics industry in an effort to advance the value of molecular laboratories in providing the highest quality patient care. We invite you to join us in Berlin and share your brand with this influential audience comprised of decision makers from around the globe!

Sincerely,

Association for Molecular Pathology (AMP)
The congress offers keynote lectures, sessions, courses and special industry workshops.

### Monday, April 3, 2017
- Registration
- Set-Up
  - Short Course
  - Short Course
  - Short Course
- Lunch
- Industry Workshop
  - Industry Workshop
  - Industry Workshop
- Break
- Industry Workshop
  - Industry Workshop
  - Industry Workshop
- Break
- Opening Remarks
- General Session
- Ribbon Cutting/ Exhibit Hall Opening & Networking Reception

### Tuesday, April 4, 2017
- General Session
- Coffee Break/ Posters
- Exhibition
  - Breakout Session
  - Breakout Session
  - Breakout Session
- Lunch
- General Session
- Coffee Break /Posters/Exhibits
- Breakout Session
  - Breakout Session
  - Breakout Session

### Wednesday, April 5, 2017
- Short Course
- Short Course
- Short Course
- Coffee Break/ Posters
- Exhibition
- Lunch
- Industry Workshop
  - Industry Workshop
  - Industry Workshop
- Break
- Industry Workshop
  - Industry Workshop
  - Industry Workshop
- Break
- General Session
- Closing Remark

Please note: The times given for the industry exhibition differ from those of the scientific programme. Subject to change.
Estrel Congress & Exhibition Center
Sonnenallee 225
12057 Berlin, Germany
Industry Exhibition –
The Floor Plan

Estrel Congress & Exhibition Center
Preliminary floor plan

Preliminary floor plan | August 2016
The floor plan is temporary. Therefore, the numbering is not final and serves only for the identification of the submitted preferences.

www.ampberlin2017.com
Industry Exhibition

This exhibition provides the ideal opportunity to showcase your products, meet with congress participants and thus not only maintain, but also build on your network of contacts. The industry exhibition, as part of the scientific congress, is situated in close proximity to all the relevant conference rooms.

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**Exhibition Space Rental (6 m² min.)**

€ 450 per m²

Included in the price is:

- Exhibition space
  - (excl. booth construction, furniture and electricity)

Optional:

**Exhibition Space + Shell Scheme Package**

€ 590 per m²

Included in the price is:

- Exhibition space
- White octanorm booth building system
- Carpeting
- 1 fascia board incl. name board
- 6–8 m²: 2 chairs, 1 table and 2 beamers (100 W)
- 9 m²: 3 chairs, 1 table and 3 beamers (100 W)

- Please note: Power supply is not included and has to be ordered separately.

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**Exhibition Booth Reservation with Placement Preference**

Take this opportunity and maximise your presence at the AMP Congress!

When registering your exhibition booth by **October 14, 2016** at the AMP 2017 Global Congress on Molecular Pathology you now have the opportunity to state up to 5 preferred places for your exhibition booth to be located (please check the preliminary layout plan on page 7).

When a double-booking is made, the factors taken into consideration when deciding who will be awarded the preferred placement will be the chosen level of sponsorship and the date of receipt of the registration form.

However, in general, the allocation of exhibition booths will be awarded on a ‘first come first served’ basis.

**Exhibitor Badges**:

- 6–9 m²: 4 exhibitor badges
- 10–20 m²: 6 exhibitor badges
- 21–35 m²: 8 exhibitor badges
- 36–49 m²: 10 exhibitor badges
- 50 m²: 12 exhibitor badges
Imagine having a marketing strategy in place that contained not only a tailored package of promotional activities specific to your brand, but also carried the weight of partnership status with the congress. Here at MCI Deutschland GmbH we would be happy to support you in designing a customised marketing plan - providing you with the maximum potential and full opportunity to reach your goals.

Benefits for You:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum Congress Partner from € 40,000</th>
<th>Gold Congress Partner from € 30,000</th>
<th>Silver Congress Partner from € 20,000</th>
<th>Bronze Congress Partner from € 10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance passes</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>x</td>
</tr>
<tr>
<td>Placement of company logo on congress website (with link to your company website)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Placement of company logo in the Main Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo on break slides incl. status</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Roll-up</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>Congress bag insert</td>
<td>✓</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Flyer display</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
Industry Workshops

The AMP Industry Workshops are taking place on the first and last congress day. Those workshops are the exclusive opportunity for AMP Exhibiting Companies to present directly to and interact directly with their clients and prospects.

Should you wish to take this opportunity, your chosen topic must first be submitted to the Organizing Committee in order to obtain approval and consequently implementation into the congress schedule. Following approval of your selected topic, an appropriate room of your choice, complete with standard presentation equipment i.e. projector, laptop and microphone, will be provided.

Your Industry Workshop will form an integral part of the congress main program and as such we would recommend provision for catering be made. Therefore, once the details of your Industry Workshop have been confirmed, we would be happy to forward on to you the contact details of our recommended caterer. The opportunity to promote your Industry Workshop can be carried out through the prepayment of an emailing or advertising flyer, which will then be inserted into each participant's congress bag.

Please ensure that your chosen speakers are registered by your organisation** and finally, please see below for an overview of Industry Workshop time slots.

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### Industry Workshop Time Slots (60 min)

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>03.04.2017</td>
<td>14:00–15:00 *</td>
</tr>
<tr>
<td>Monday</td>
<td>03.04.2017</td>
<td>15:30–16:30 *</td>
</tr>
</tbody>
</table>

- Up to 3 parallel Industry Workshops on Monday.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>05.04.2017</td>
<td>14:00–15:00 *</td>
</tr>
<tr>
<td>Wednesday</td>
<td>05.04.2017</td>
<td>15:00–16:00 *</td>
</tr>
</tbody>
</table>

- Up to 3 parallel Industry Workshops on Wednesday.

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* incl. setup and breakdown

** The costs of your speakers (travel, accommodation and registration) are not included in the symposium rates. Your company needs to cover the extra expenses.

August 2016 | Subject to change.
Advertise your products with an ad design that fits perfectly with your exhibition booth and conveys your main theme through our range of cost effective advertising options - allowing you to leave a lasting impression on participants both during and after the congress.

<table>
<thead>
<tr>
<th>Advertisement Final Program</th>
<th>Bookmarker within Final Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 1,000 inside page</td>
<td>€ 2,500</td>
</tr>
<tr>
<td>€ 1,650 first inside cover page</td>
<td></td>
</tr>
<tr>
<td>€ 1,500 last inside cover page</td>
<td></td>
</tr>
<tr>
<td>€ 1,900 last cover page</td>
<td></td>
</tr>
</tbody>
</table>

The final program contains all the essential points on the structure of and general information concerning the congress i.e. session content and times etc. The final program is given to all participants onsite.

- Potential reach: 650

<table>
<thead>
<tr>
<th>Advertisement Pocket Program</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 1,800</td>
<td></td>
</tr>
</tbody>
</table>

The pocket sized programme is an effective method of advertising and an exclusive opportunity for our sponsors. The pocket program provides all the necessary information to participants at a glance, therefore as a sponsor; you have the opportunity to position your advert to gain maximum exposure.

- Potential reach: 650

Bookmarkers enclosed within the final program can not only be a way to help participants find the information they need quickly, but also be an excellent opportunity to draw attention to the products/services or your company. Company adverts can be printed directly onto each bookmark.

- Potential reach: 650
## Additional Sponsorship Opportunities

### Congress Bags
€ 2,500

One of the best tangible takeaways for any meeting attendee is the congress bag. Attendees rely on the congress bag for use during and long after the event.

- Your company logo clearly visible on each bag.
- Your company's advertising flyer inserted into each bag.

### Lanyards
€ 3,450

All attendees are required to wear their name badge in order to access sessions, meals and the Exhibition Hall. This creates constant, mobile visibility for your company as attendees move through the event.

- Your company logo on the lanyards.

### Pens and Notepads
€ 900

Put your company in constant reach! A notepad and pen will be placed in every congress bag and while these must be provided by you, we would be more than happy to assist in the printing/production process.

- Your company logo printed on each notepad and pen.

### Congress Bag Insert
€ 750

Have a copy of your company flyer or brochure inserted into each congress bag. Promote your:

- Company’s Industry Workshop
- Latest product
- Exhibition booth

### Flyer Display
€ 400

Your flyer will be displayed on a specially designated table, in close proximity to the registration counters. Promote your:

- Company’s Industry Workshop
- Latest product
- Exhibition booth

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You are missing a product for your perfect appearance? You are having further ideas for your sponsoring? Please don’t hesitate to contact us! We are happy to develop together with you the best way to implement your wishes.
### Additional Sponsorship Opportunities

<table>
<thead>
<tr>
<th>E-Mailing</th>
<th>€ 1,250 (per e-mail)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote your industry workshop/ exhibition booth with an advertising email, designed and written by your company and sent via MCI Deutschland GmbH. Companies taking advantage of this option and who contact us well in advance can choose which date they would like their email to be sent out on. Alternatively this decision can be left up to MCI Deutschland GmbH. A maximum of two emails per company will be accepted.</td>
<td></td>
</tr>
</tbody>
</table>
| • Contact with pre-registered participants prior to the congress.  
• Potential reach: The number of pre-registered participants by the date the email is sent by MCI Deutschland GmbH. |

<table>
<thead>
<tr>
<th>Badge Scanner</th>
<th>€ 750 (each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find out more about those visiting your exhibition booth/ industry workshop using badge scanners. Following the conference you will receive a list of the contact details for each of the participants at your event (data subject to consent of disclosure from participant).</td>
<td></td>
</tr>
</tbody>
</table>
| • A simple method of data collecting during the congress.  
• Effectively maintain contact with clients following the congress.  
• Participation of at least 4 companies needed to order the badge scanner. |

<table>
<thead>
<tr>
<th>Company Logo on Congress Website</th>
<th>€ 350</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set the scene for your exhibition on the official congress website with a feature of:</td>
<td></td>
</tr>
<tr>
<td>• Your company logo and link to your company website.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internet Lounge</th>
<th>Price on request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give participants the opportunity to go online at specially set up internet stations. All stations come complete with the counters and laptops/computers. See your company logo on:</td>
<td></td>
</tr>
</tbody>
</table>
| • All signs and notices for the internet lounge  
• All screen savers  
• Mouse mats (contributed by sponsor) |

<table>
<thead>
<tr>
<th>W-Lan / WiFi</th>
<th>€ 6,000 for all 3 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give participants the opportunity to go online. All participants will receive:</td>
<td></td>
</tr>
</tbody>
</table>
| • 3 days free internet on-site  
• landing page, tailor-made in you corporate design |

<table>
<thead>
<tr>
<th>Advertising Package</th>
<th>€ 2,050</th>
</tr>
</thead>
</table>
| • Congress Bag Insert  
• E-Mailing  
• Roll-up (see page 14) |

<table>
<thead>
<tr>
<th>Advertising Space (per advert space)</th>
<th>Price on request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make it easy for guests to find their way to your exhibition booth, lecture or find out about your products.</td>
<td></td>
</tr>
</tbody>
</table>
| • An A0-size poster attached to a fixed display board.  
• An A0-size poster will be provided by sponsor.  
• Advertising space throughout the entire congress centre. |

<table>
<thead>
<tr>
<th>Banners and Flags (per banner or flag)</th>
<th>Price on request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place your banners/ flags where they’ll catch the eye - inside or outside of the congress centre. All banners/flags must be provided by you, but we would be more than happy to assist with the printing/ production process.</td>
<td></td>
</tr>
<tr>
<td>• Increase your presence outside of your exhibition booth.</td>
<td></td>
</tr>
</tbody>
</table>
## Additional Sponsorship Opportunities

### Roll-up (€ 500 (each))
Eye-catching roll-ups!
Promote your industry workshop/product inside the congress venue. All roll-ups must be provided by you, but we are more than happy to assist you with the printing/production process.
- Your roll-up placed at a variety of locations within the congress centre.

### Speaker Ready Room (Price on request)
Take advantage of the opportunity to show your commitment to your speakers by providing them with the support they need to present their work in the most professional way. Through this service each speaker is provided with a space, complete with laptops, where they may have their presentation checked to ensure it is technically sound and in terms of onscreen layout everything works as it should.

This sponsorship opportunity provides a unique way to reach all speakers at the congress. See your company logo on:
- All directional signage to the speaker ready room.
- The screensaver/desktop background of all laptops in the speaker ready room space.
- Mouse mats (contributed by sponsor).

### Hospitality Lounge (per hour) (Price on request)
Receive business partners within your very own hospitality lounge. Set the decor according to your wishes, providing your customers and clients with a perfectly staged, private area. The leasing of the lounge can be set for a specified time period or for the duration of the congress.
- Exclusivity for you and your customers/clients.

### Poster Prize (On request)
Each submitted poster will be judged and the authors of the best three presented with a prize! This prize should be supported financially by you and can be set at a fixed price.
- Your company logo featured on the cheque provided by you.
- Special mention and personal thanks given to your company at a specially arranged prize giving ceremony.

### Poster Exhibition (€ 950)
Support the congress with your presence within the accompanying poster exhibition. See your company logo on:
- Every wall poster
- All signs for the poster exhibition

### Networking Reception (Price on request)
The Networking Reception would be held on the first evening of the congress, inside the exhibition space. Support this event and present your company.
- Projection of your company logo onto the congress centre walls
- Your company logo on all bistro tables e.g. on all paper napkins (to be provided by sponsor).

### Charging Station (Price on request)
Back by popular demand, the charging station located in the Exhibit Hall is a favorite for meeting attendees. User can relax and recharge along with their devices
- Company logo on signage and tower at the charging station along with AMP logo.

### Coffee Breaks (per break) (Price on request)
Have coffee, tea and pastries available for participants daily. Take the opportunity to showcase your company during coffee breaks with your company logo:
- Visible at all coffee stations
- E.g. on paper napkins (to be provided by sponsor)
Registration Form - Company Details

If you would like to be a Congress Partner or an Exhibitor, please select below:

<table>
<thead>
<tr>
<th>Platinum Congress Partner</th>
<th>Gold Congress Partner</th>
<th>Silver Congress Partner</th>
<th>Bronze Congress Partner</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ from € 40,000</td>
<td>☐ from € 30,000</td>
<td>☐ from € 20,000</td>
<td>☐ from € 10,000</td>
<td>☐</td>
</tr>
</tbody>
</table>

1. Company Details

Company name:
Address:

Contact person: Email:
Telephone Nº: Mobile telephone Nº:

VAT Identification Nº: PO Nº:

2. Company contact details (to be displayed on public register of exhibitors)

Company:

3. Contact person (if different from that given in question 1)

Surname: First name:
Telephone Nº: Mobile telephone Nº for onsite event member of staff:

Email:

4. Billing address (if different from that given in question 1)

Company name:
Address:

Contact person: Email:
Telephone Nº:

VAT Identification Nº: PO Nº:

We will confirm receipt of your Company Details registration form within two weeks of it being received. If, after 2 weeks, you have not heard from us, please do get in touch. MCI Deutschland GmbH assures that revenue generated from sponsor’s commitments is only used to finance the scientific part of the congress. MCI Deutschland GmbH confirms that only participation fees are used to finance the conference catering. The evening programme will be financed by separate participation fees. Please be aware that all your events which are related to the AMP 2017 Congress on Molecular Pathology need to be registered and confirmed by MCI Deutschland GmbH.

City/Date Legally binding signature / Official company stamp
Registration Form – Industry Exhibition

Please send this together with the Company Details Form per email (amp-sponsoring@mci-group.com) or per fax (+49 (0)30 20 45 950).

Company name:

- **Exhibition Space**
  - € 450 per m²
  - Number m²:
  - Total price:

- **Exhibition Space + Shell Scheme Package**
  - € 590 per m²
  - Number m²:
  - Total price:

**Booth dimensions:**
The standard height is 2.50 m. If you are planning a booth that exceeds this level, you need prior written approval from MCI Deutschland GmbH.

Width:

Depth:

Height:

We would not like our exhibition space to be allocated next to the following competitors:

Register your preferences until October 14, 2016:

1.)

2.)

3.)

4.)

5.)

We are happy to accommodate preferences in size, position and shape of exhibition booth, however please note this is conditional.

VAT will be added to the sum total of your invoice at the rate set at the time of the event. A deposit (50%) is payable immediately upon receipt of an invoice, with the balance to pay stated clearly on the bill. In signing below, you are acknowledging that you have read and understood the current General Terms and Conditions of MCI Deutschland GmbH. You agree that the information provided above may be used for the purposes of organising the event and be processed and published within this context.

City/Date

Legally binding signature / Official company stamp
Company name:

We request the (please tick):

**Industry Workshop Time Slots (60 min)**

- Monday 03.04.2017 14:00–15:00 *
- Monday 03.04.2017 15:30–16:30 *

  - Up to 3 parallel Industry Workshops on Monday.

**Industry Workshop Time Slots (60 min)**

- Wednesday 05.04.2017 14:00–15:00 *
- Wednesday 05.04.2017 15:00–16:00 *

  - Up to 3 parallel Industry Workshops on Wednesday.

Event title:

- provisional  
- confirmed

Type of lecture / talk (e.g. lunch workshop)

Names of speakers

* Incl. setup and breakdown

Times are based on the preliminary programme (subject to change).

**Included within the price of the Corporate Workshop is the following equipment:**

- Projector, laptop, microphone, screen, room.

Should you need more equipment than that listed above, please let us know and we will forward you an alternative offer (please contact MCI Deutschland GmbH directly for more information). When registering several Workshops, please use one form per event.

**Please note:** Discussion topics and speakers are subject to approval by the Congress Committee and you will be informed, in due course, of the room allocated to your Industry Workshop. Your presentation must have passed through the media check process at least 4 hours before the start of your lecture/talk in order for it to be transferred to the presentation equipment in your allocated room. The costs of your speakers (travel, accommodation and registration) are not included in the symposium rates. Your company needs to cover the extra expenses.

VAT will be added to the sum total of your invoice at the rate set at the time of the event. A deposit (50%) is payable immediately upon receipt of an invoice, with the balance to pay stated clearly on the bill. In signing below, you are acknowledging that you have read and understood the current General Terms and Conditions of MCI Deutschland GmbH. You agree that the information provided above may be used for the purposes of organising the event and be processed and published within this context.
Please send this together with the Company Details form per email (amp-sponsoring@mci-group.com) or per fax (+49 (0)30 20 45 950).

Company name:

Please send a printable PDF or EPS file at least 2 weeks prior to the closing date to amp-sponsoring@mci-group.com.

We request the following advertising option(s):

- **Advertisement Final Programme**
  - $1,000 inside page
  - $1,650 first inside cover page
  - $1,500 last inside cover page
  - $1,900 last cover page
  - Format: tba
  - Closing date: tba

- **Bookmarker within Final Programme**
  - $2,500
  - Format: On request
  - Closing date: tba

- **Advertisement Pocket Programme**
  - $1,800
  - Format: tba
  - Closing date: tba

You will receive the advert template, with detailed information on how to create your adverts, following the confirmation of your booking. Please send with each advertising registration form a copy of the advert you would like displayed, as a PDF file, to amp-sponsoring@mci-group.com.

VAT will be added to the sum total of your invoice at the rate set at the time of the event. A deposit (50%) is payable immediately upon receipt of an invoice, with the balance to pay stated clearly on the bill. In signing below, you are acknowledging that you have read and understood the current General Terms and Conditions of MCI Deutschland GmbH. You agree that the information provided above may be used for the purposes of organizing the event and be processed and published within this context.

City/Date

Legally binding signature / Official company stamp

www.ampberlin2017.com
Please send this together with the Company Details form per email (amp-sponsoring@mci-group.com) or per fax (+49 (0)30 20 45 950).

<table>
<thead>
<tr>
<th>Company name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please send this form with the necessary data (your company logo) as EPS file to: <a href="mailto:amp-sponsoring@mci-group.com">amp-sponsoring@mci-group.com</a>.</td>
</tr>
<tr>
<td>We request the following sponsorship opportunities (please tick):</td>
</tr>
<tr>
<td>Congress Bags</td>
</tr>
<tr>
<td>Pens and Notepads</td>
</tr>
<tr>
<td>Lanyards</td>
</tr>
<tr>
<td>Congress Bag Insert</td>
</tr>
<tr>
<td>Flyer Display</td>
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<tr>
<td>E-Mailing</td>
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<tr>
<td>Badge Scanner</td>
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<tr>
<td>Company Logo on Congress Website</td>
</tr>
<tr>
<td>Internet Lounge</td>
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<tr>
<td>W-Lan / WIFI</td>
</tr>
<tr>
<td>Advertising Space</td>
</tr>
<tr>
<td>Advertising Package</td>
</tr>
</tbody>
</table>

City/Date

Legally binding signature / Official company stamp
### Registration Form - Additional Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners and Flags</td>
<td>Price on request</td>
<td>To be provided by your company.</td>
</tr>
<tr>
<td>Coffee Breaks</td>
<td>Price on request</td>
<td></td>
</tr>
<tr>
<td>Roll-up</td>
<td>€ 500 (each)</td>
<td></td>
</tr>
<tr>
<td>Speaker Ready Room</td>
<td>Price on request</td>
<td></td>
</tr>
<tr>
<td>Hospitality Lounge</td>
<td>Price on request</td>
<td></td>
</tr>
<tr>
<td>Poster Prize</td>
<td>On request</td>
<td></td>
</tr>
<tr>
<td>Poster Exhibition</td>
<td>€ 950</td>
<td></td>
</tr>
<tr>
<td>Networking Reception</td>
<td>Price on request</td>
<td></td>
</tr>
<tr>
<td>Charging Station</td>
<td>Price on request</td>
<td></td>
</tr>
</tbody>
</table>

VAT will be added to the sum total of your invoice at the rate set at the time of the event. A deposit (50%) is payable immediately upon receipt of an invoice, with the balance to pay stated clearly on the bill. In signing below, you are acknowledging that you have read and understood the current General Terms and Conditions of MCI Deutschland GmbH. You agree that the information provided above may be used for the purposes of organising the event and be processed and published within this context.

City/Date

Legally binding signature / Official company stamp
General Terms and Conditions

1. Registration / Contract

1.1 Registration
Registration for an exhibit booth or other forms of Industrial presentations (i.e. Symposium, Workshop, Course etc.) requires the respective written format. The registration form must be completed diligently and duly signed to be legally valid and acceptable. The registration is an irrevocable and legally binding instrument, obligating the applicant from beginning to end of the exhibit.

1.2 Supplementary or Exceptional Provisions
With the signature, the applicant accepts and recognises the General Terms and Conditions as well as any supplementary provisions and is obligated to commit any and all persons in his employ at the venue to abide by said terms.

1.3 Confirmation of Participation / Invoicing
The written confirmation and subsequent invoicing by MCI Deutschland GmbH constitutes the sole decisive evidence of the acceptance of admittance to the exhibit and is issued exclusively to the applicant, under the specific terms stated herein.

1.4 Contract
The contract becomes effective with the deliverance of the confirmation and subsequent invoicing by MCI Deutschland GmbH to the applicant. Relevant Deviations and/or supplementary terms and provisions require the written confirmation by MCI Deutschland GmbH to become legally binding.

1.5 Contract Components

a) The Registration Form
b) The General Terms and Conditions
c) The Supplementary or Exceptional Provisions

In the event of discrepancies the above referenced provisions pertain.

1.6 Limitations

MCI Deutschland GmbH reserves the right to refuse participation to a single applicant for reasons of practicality, for example if the available exhibition space proves insufficient or may limit participation to certain representative business groups deemed imperative to the achievement of the intended purpose of the exhibit. The same provisions pertain to exhibition objects or forms of presentation, likewise for symposia, workshops and courses, determined in advance not to be directly related in context to the objective and purpose of the entire event. MCI Deutschland GmbH has the right to reject and refuse presentation material and/or methods, found unusable or undesirable to the event or to be harmful, disturbing or intolerable to the visitors of the exhibit, even after admittance, at the responsibility and cost of the exhibitor or presenting agency, and may, if warranted, order the removal or temporary storage of unauthorized exhibits or forms of presentation. In the aforesaid eventualities, the affected parties forgo all rights to any type of claim against MCI Deutschland GmbH.

2. Exhibit Sharing / Booth Sharing

For reasons of liability it is not possible for two or more companies to share the same booth. All responsible personnel representing a firm or business at the booth must be employed or commissioned by a single company.

3. Allocation of exhibition space and presentation locations

3.1 Principal
Stand positions cannot be chosen by the exhibitor. MCI Deutschland GmbH allocates space as well as presentation locations primarily by the date the application form was received, the subject and intent of the respective event and according to availability of exhibition space and locations. Special request will be given due consideration in line with these criteria, however, without guarantee for realisation.

3.2 Changes in dimension or location

MCI Deutschland GmbH reserves the explicit right to change locations or dimensions of display space on short notice, even after initial confirmation, if necessary in order to achieve the event target. Neither restitutions nor damages of any kind are applicable.

3.3 Exchange, Subletting

The rights and responsibilities extended to a company by virtue of the confirmation and invoice documentation are absolutely non-transferable and do not permit, even in part, any kind of subletting, exchange and sharing of space or locations to third parties.

3.4 Organisation - Exhibition

Realization of the booth design must not deviate in any way from the originally submitted and accepted plans and layouts. The respective minimum and maximum standards for booth constructions are determined in the General Terms and conditions governing participation. Any deviations, however minimal are only permissible after prior consultation and written consent by MCI Deutschland GmbH. Booth construction must always be self-supporting and may not be attached to wall, pillars or floors.

3.5 Organisation – Presentation location (Symposia, Workshop, Courses etc.)

The usage of allocated space and presentation locations is only permissible within the framework and to the extent agreed upon in advance with the organiser.

3.6 Organisation in general

100% soluble adhesives may be used to secure temporary floors / carpets, walls and walks, and which are part of the allocated display area or conference rooms used as such. The backside of your stand must be clean and should have a neutral colour (white / grey). The attachment of advertising materials, posters and any kind of directional signs, as well as gluing, painting, and wallpapering of building parts, columns, pillars, floors or other integral parts of the display area is strictly forbidden. Built-ins and/or changes to existing conditions, furnishing or inventory are only permissible with the explicit advanced written consent of MCI Deutschland GmbH.

Any cost arising from such changes and the reverting of same after the event are the responsibility of the exhibitor. Reconstruction and renovation works of any kind may only be initiated on order of MCI Deutschland GmbH and its subagents. Fire alarms, sprinkler systems, hydrants, electrical distributors, telephone jack and hook-ups, emergency lighting, entrances and emergency exits must be left unobstructed and accessible. They may not be removed, obstructed, covered up or taken down.

The use of open fire and light, i.e. kerosene, heating oil, natural gas etc. for cooking, heating and fuelling purposes, the use of heating rods, as well as the hook-up of portable heaters and cooking units which are not equipped with thermal overheating protection is strictly forbidden. The consumption of bottled gas usually warrants a special permit. The guidelines of the main ordinance (Hauptverband der gewerblichen Berufsgenossenschaften e.V.) for bottled gas usage and the Central Administration for accident prevention are the governing bodies for directives on this issue. It is the exhibitor’s own responsibility to gather all respective approvals. Any procedures deemed potentially dangerous require scrutiny and permission by the applicable agency and should be applied for in advance from the responsible rental agency for the exhibit location.

The usage of laser equipment generally warrants the advanced coordination and permission of MCI Deutschland GmbH. Additionally, a permit of the responsible county administration for the protection of worksites (Landesamt für Arbeitsschutz [LaA]) and a site inspection by a licensed inspector must be secured at the exhibitors own cost.

Technical inventory and supplies at the exhibit venue may only be operated by authorized and qualified personnel. The exhibitor is held liable for all infractions and/or damages caused by himself, his employees as well as third parties employed by him as assistance and helpers at the venue.

Additional or supplementary provisions and services, changes and last-minute requests, not explicitly mentioned in the registration forms, always require the written consent of MCI Deutschland GmbH. It is the responsibility of the exhibitor to notify MCI Deutschland GmbH in advance of any such changes or additions and the extent of possible works required and secure the necessary permits to effect these.

MCI Deutschland GmbH is not responsible for surveying deadlines or securing legal assistance of any kind.

4. Exponents-, Presentation materials

4.1 Removal, Exchange

The admission of exponents and/or presentation materials may only be removed from the exhibition site with mutual consent. An exchange may only be effected with the explicit permission by MCI Deutschland GmbH and only one hour before and one hour after the daily operating hours.

4.2 Direct Sales

Any direct or indirect sales of goods is only permissible with prior written authorization. Once this permission has been granted, all exponents designated for sale must be clearly marked and priced. Any and all presenting companies must adhere to the guidelines provided by the local commercial and health authorities and are responsible for the securing of eventual permits if warranted.

4.3 Commercial Legal Coverage

Exhibitors and presenting agency are responsible for necessary legal protection and copyrights. A six-month protection / warranty for samples (original or taste samples) or technical devices is applicable. From the beginning of an event is only necessary, if the Chief Justice has posted a respective notice in the National Legal Publication.

5. Payment Requirements

5.1 Payment Responsibility

The exhibitor or presenting company is responsible for timely payment of all applied and approved services at the established tariffs to MCI Deutschland GmbH. This also pertains to services by third parties which have been advanced by MCI Deutschland GmbH within the contractual framework and on behalf of the exhibitor or presenting agency. All prices are net and require the addition of the applicable legal VAT.

TAX LAW REQUIREMENTS

According to German Tax Law, Germany is the place of taxation fulfilment for all meetings and exhibitions taking place in Germany. This implies that also foreign companies and agencies have to pay the respective German VAT as indicated on our invoices. Should your company be registered outside of Germany you may reclaim your taxes by filing a VAT reclaim. If the Congress takes place outside of Germany, international tax laws apply.

MCI Deutschland GmbH Tax-ID Nr.: 7156003764, VAT-ID.: DE 114406202

5.2 Online Payment Portals
If MCI Deutschland GmbH is required to use external payment engines from the contracting partner, MCI Deutschland GmbH shall require proof of the costs incurred in relation to this payment engine. For the use and maintenance of the system, MCI Deutschland GmbH charges a service fee of 25,00 €uro PLUS VAT. The contracting partner must ensure the compliance of payment terms and deadlines according to point 5.3.

5.3 Due Date – Maturity

Invoices or rest payments reflected on the application and confirmation / invoice, are due in full and without deduction on the applicable date, and payable either directly to MCI Deutschland GmbH or via a specific account installed by MCI Deutschland GmbH for this purpose, always reflecting the invoice number for cross-reference.

An additional supplementary provisions and services, especially if granted on site, will be invoiced immediately after conclusion of the event, having been double checked for their validity and contents, and become due immediately without delay. In the event of delays or non-payment, MCI Deutschland GmbH is authorized to levy penalties, not exceeding 8% of the basic tariff charged by the European Central Bank, irrespective of whether the exhibitor or presenting agency is not an end user in the legal sense. The later calls for a penalty of 5% of the basic tariff of the European Central Bank.

5.4 Surrender, Set-Off

The surrender of claims is not admissible. The set-off of claims is only possible upon presentation of uncontested and legally founded counter claims.

5.5 Appeals

Applicants can only be considered by MCI Deutschland GmbH, if submitted in writing within 14 days of the initial date of invoice.

5.6 Liens

MCI Deutschland GmbH reserves the right, if warranted, to make use of the right to lien as security and sell the impounded goods or objects, and after giving due notice of its intention. Limited liability for...
impounded goods or objects is only accepted by MCI Deutschland GmbH in the event of intent or gross negligence.

6. Liability Insurance, Security

6.1 Liability of MCI Deutschland GmbH

MCI Deutschland GmbH does not provide insurance coverage for personal- and object damage. The entire exhibition venue, including conference rooms, is secured and guarded day and night; however; this measure does not exclude the involvement of third parties or the exhibitor. The liability coverage for general right surveillance / lock- up carried by MCI Deutschland GmbH does not cover personal damage resulting from mal-intent or gross negligence. A separate fire protection watch will be furnished, if specified by local provisions.

Claims must be submitted to MCI Deutschland GmbH immediately. The claim must not be recognized by MCI Deutschland GmbH if it is not submitted within 6 months from the termination of the event.

MCI Deutschland GmbH refuses liability for damages resulting from differences in services rendered or reasons beyond their control, for example if the power supply could not be guaranteed by the local Public Utilities. MCI Deutschland GmbH cannot be held responsible for natural disasters according to paragraph 8.

MCI Deutschland GmbH is not liable for loss, theft or damage to exponents or presentation objects and personal belongings imported during the event or damaged during transport. Follow-up damage claims for lost profits, replacements and such are unacceptable.

6.2 Exhibitor Responsibilities

The exhibitor and the exhibition space or rooms are to be treated with care by the presenting agency (exhibitor) before, during and after the respective event. The same pertains to any objects and props rented by the exhibitor and/or presenting agency for the event. Exhibitors and presenting agencies are held liable for all damages to persons or objects, caused by the exhibitor, his/her employees and any third parties, which occurred during or as a result of the assembly or disassembly of the venue location, to the inventory of same or to loading ramps or designated parking areas. Display booth and presentation rooms are to be treated with care during the assembly phase, the exhibition itself and the disassembly period. Any additional or personal effects are to be safeguarded, as they are not covered under the effective insurance policy.

It is the duty of exhibitors to obtain additional insurance to safeguard for any eventualities like damage to persons, objects or theft. It is advisable to make use of the specialised services provided by the organs for extra night watches for individual booths or exponents.

7. Contract Cancellation Clause

7.1 Cancellation by the exhibitor or presenting agency

Companies that have applied for exhibition space or presentation rooms and received confirmation for these from MCI Deutschland GmbH cannot be released from the contract. If the applicant must insist on release and MCI Deutschland GmbH grants an exceptional release, the following cancellation fees will apply and are payable to MCI Deutschland GmbH without delay, to cover any damage arising from the cancelled services:

- 10% of invoice amount – for cancellations up to 16 weeks prior to the exhibition / meeting
- 25% of invoice amount – for cancellations thereafter and up to 13 weeks prior to the exhibition / meeting
- 50% of invoice amount – for cancellation thereafter and up to 10 weeks prior to the exhibition / meeting
- 100% of invoice amount – for cancellations thereafter.

All cancellation fees will be invoiced plus VAT of currently 19%.

The obligation for payment exists, if the company registered for exhibition space or other forms of presentation, will not prove, that no damage or a damage less than the cancellation fees has been caused.

In case of cancellation of parts of the services registered for, cancellation fees as mentioned above will be invoiced for the cancelled services.

7.2 Cancellation by MCI Deutschland GmbH

MCI Deutschland GmbH has the right to cancel an application, if:

a) said applicant becomes delinquent in payment according to the contractual terms and conditions;

b) in case of No Show or disregent of the assembly specifications, if the assembly of the booth or stand does not occur within the contracted period or if the display booth or stand for which no application is to be submitted, within 1 hr of the official opening of the event.

c) if the exhibitor or presenting agency, if the prerequisites for granting admission / confirmation are not known to the person / persons representing the exhibitor or presenting agency, if the prerequisites for granting admission / confirmation are not known to the person / persons representing the exhibitor or presenting agency or if MCI Deutschland GmbH becomes aware of reasons in retrospect, which would have precluded admission. This pertains in particular for the revelation of bankruptcy or insolvency by the exhibitor or presenting agency. The exhibitor or presenting agency is notified by MCI Deutschland GmbH at the earliest possible time of such nature. The confirmation and admission can be revoked without obligation in such cases and the display space and presentation modus may be disposed of in a different manner.

No restitution or reimbursements are applicable in the aforementioned cases. The exhibitor and/or presenting agency is held liable for any damages or losses incurred as a result of their cancellation, in accordance with para. 7.1. If the space or room cannot be rented again. As security for eventual claims, including future claims, MCI Deutschland GmbH can make use of their right to demand a security deposit. MCI Deutschland GmbH cannot be held liable for damage of retained goods or objects. The exhibitor or presenting agency is obliged to disclose any information in regard to ownership of exponents at any time.

8. Act of God / Force Majeure

It is mutually agreed that in the event of total or partial cancellation of the Congress due to fire, strike, natural disaster (either threatened or actual), government regulations or incidents not caused by MCI, which would prevent its scheduled opening or continuance, this agreement may be partially postponed or terminated as a whole. In this case, exhibitors and / or presenters are not entitled to reclaim refunds of a portion of the exhibit on no account.

Exhibitors are obliged to have civil liability insurance. This obligation also is mostly imposed by the venues. Therefore exhibitors must prove such insurance.

In the case of cancellation, a timely shift or changes in the duration of the event, the registration remains its validity. However, in this case a cancellation is possible with prior written consent of MCI Deutschland GmbH. Where justified MCI Deutschland GmbH, 25% of the overall amount of the original registration will be due as a general measure of compensation for costs occurred, payable by the applicant to MCI Germany GmbH.

The proof of the occurrence of loss of damage or lesser losses occurred, expressly remains within the responsibility of the applicant (eg alternative short-term let).

9. Video clips and Soundtracks

Video or sound recordings of the display area, portions thereof or presentations are only permitted during regular operating hours of the exhibition and it can be established that these will not present a hazard to visitors, with the consent of the exhibitor and/or presenting agency.

10. Advertising

Exhibitors and/or presenting agencies are only allowed to advertise within the confines of their rented space. Non-participants or third parties are prohibited from advertising in the exhibition halls or presentation rooms, as well as the entrance or exit areas. Unsuitable solicitation or advertisement which does not conform to the technical safety standards, enforced by the owner of the exhibition halls as well as MCI Deutschland GmbH. Optical, moveable and sound advertising materials are only acceptable if they do not constitute any annoyance to visitors, exhibitors and/or presenting agencies alike. Movie (oakaido film) presentations according to regulation §123 VstättVO are forbidden.

MCI Deutschland GmbH is authorised to confiscate, prevent or remove any advertising means or materials, which are in violation to the afore mentioned stipulations, without the aid of legal instruments, prior warning and no responsibility for eventual damages. Any resulting cost becomes the responsibility of the exhibitor and/or presenting agency.

11. Organisational and General Notices

11.1 House Rights and the adherence to Safety Regulations enforced by the police authorities

The exclusive House Rights are held by the owner of the exhibition venue during the set up and dismantling phases and such are unacceptable.

The exhibitor and/or presenting company is solely responsible for their assets at any time.

After the official closing of the scheduled event, the exhibitor and/or presenting agency is responsible for the timely dismantling of the display area and within the contractually designated timeframe. Ongoing presentations or events are to be terminated and all remaining presentation materials and props must be removed from the rooms within the designated timeframe.

Rentals are to be returned before the deadline to the respective rental agency. If the dismantling of the display booth or the presentation materials as well as the imported objects by the exhibitor and/or presenting agency are not effected on schedule, MCI Deutschland GmbH is then authorized, after giving due notice, to order removal of any such objects at the cost and responsibility of the exhibitor and/or presenting agency. Should a presentation run overtime, MCI Deutschland GmbH has the right to close or halt the presentation in order to re-use the facilities and/or bill the presenting agency for the overtime.

11.6 Forgotten or unclaimed materials

Exponents and/or presentation materials which remain unclaimed after the deadline specified in the special attachment to the General Terms and Conditions, will be removed or stored, whichever pertains to the particular nature of the goods, at the cost of the responsible company or agency. Transportation or storage cost for unclaimed or left behind materials are the responsibility of the exhibiting or presenting agency or business.

11.7 Macellaneous

MCI Deutschland GmbH reserves the right to effect any changes deemed necessary to ensure the overall success of the event.

11.8 Federal Data Protection and Privacy Act

The exhibitor or sponsor agrees that, for organisational purposes of the meeting, the data given in the application form may be used, processed and published (e.g. within the list / documentation of exhibitors and sponsors). All personal and private data of MCI Deutschland GmbH business partners are processed and transmitted under strict adherence to § 23-25 BDSG within the framework of the contractual objectives.

11.9 Final Clause

Place of fulfilment is the city the meeting / exhibition takes place. Exclusive Court of Jurisdiction for all disputes arising out of the contract or these general conditions is the Court of Berlin, Germany.

MCI Deutschland GmbH

Last update: December 2013

www.amperberlin2017.com