

# 2020 BOOKING FORM

## Hospitalar

By Informa Markets

27th edition

19-22 May 2020 | 11am - 8pm | São Paulo Expo | São Paulo | Brazil

Venue

### VALUE BASED PRICE

#### PREMIUM PLUS

Front central location  
Very high visitor traffic

#### PREMIUM

Central location  
Close to key features  
High visitor traffic

#### STANDARD

Standard visitor traffic

### BOOTH TYPES

#### SPECIAL DESIGN

##### WOODEN STRUCTURE:

- Graphite grey color carpet
- Modular display
- Company logo on the overhead fascia
- Popup display (color to be defined)
- 01 Counter

##### FURNITURE (EVERY 20 m<sup>2</sup>)

- 01 Table
- 01 Waste Basket
- 03 Chairs



#### COMPLETE RENTAL STRUCTURE

##### STRUCTURE:

- Graphite grey color carpet
- Modular display
- Company logo on the overhead fascia
- Popup display (color to be defined)
- 01 Counter
- 02 Shelves
- 01 Tower Display
- 01 1 X 1 m Lockable Storage
- 01 2 X 2,5 m display

##### FURNITURE (EVERY 20 m<sup>2</sup>)

- 01 Table
- 01 Waste Basket
- 03 Chairs



#### SPACE ONLY

(minimum 20 sqm)

- Bare concrete space
- Design your own stand and identity (contractor need)

### BUSINESS STATION

#### 12 sqm, 9 sqm and 6 sqm PACKAGE

Octanorm Structure, Named Facia, Deposit and Decorative image 2x3 m, Lightning, Electricity Socket, Table, Chairs and Counter.



Organized by:



## B. Exhibition stand packages

Booth Types	VPB	Size (insert)	Location (insert)	COST PER M <sup>2</sup> (USD)			Cost (insert)	Select
				3 OPEN SIDES Island or Peninsula	2 OPEN SIDES Corner	1 OPEN SIDE Box		
<b>WOODEN SPECIAL DESIGN (Minimum 9sqm)</b> Wooden Structure provides: Lightning, Electricity Socket, Deposit, Table, Chairs and Counter.	PREMIUM +			972	967	958		<input type="checkbox"/>
	PREMIUM			960	956	946		<input type="checkbox"/>
	STANDARD			949	944	935		<input type="checkbox"/>
<b>COMPLETE RENTAL STRUCTURE (Minimum 9sqm)</b> Octanorm Modular Structure provides: Lightning, Electricity Socket, Deposit, Table, Chairs and Counter.	PREMIUM +			848	843	834		<input type="checkbox"/>
	PREMIUM			836	832	822		<input type="checkbox"/>
	STANDARD			825	820	811		<input type="checkbox"/>
<b>SPACE ONLY (Minimum 20sqm)</b> Exhibitor provides their own stand, furniture and fittings. Second floor costs 80 % of it's ground current rate.	PREMIUM +			489	484	475		<input type="checkbox"/>
	PREMIUM			477	473	463		<input type="checkbox"/>
	STANDARD			466	461	452		<input type="checkbox"/>

Business Station	Description	Cost (USD)	Select
12sqm Package	Octanorm Structure, Named Facia, Deposit and Decorative Image 2x3m Lightning, Electricity Socket, Table, Chairs and Counter	\$ 7.885,00	<input type="checkbox"/>
9sqm Package		\$ 6.106,00	<input type="checkbox"/>
6sqm Package		\$ 4.147,00	<input type="checkbox"/>

## C. Mandatory fees

Please be aware that these will automatically be incorporated into your total fee.

Description	Sub-Total	Cost
<b>Fire Extinguisher</b> One for each 25 sqm		US\$ 39
<b>Official Catalogue</b> Administration fee applicable individually for exhibitor and co-exhibitors		US\$ 370
<b>Operational Services per m<sup>2</sup></b> Cleaning at Assembly days, Electricity, Municipal Fee and Air Conditioning		US\$ 35

## D. Enhanced exposure

Catalogue advertising	Cost	Select
Online Catalogue Premium Package: Featured description with logo and product details	US\$ 700,00	<input type="checkbox"/>
Hospitalar's monthly webmail newsletter: Side Main Banner (200.000 total database) - 1 event	US\$ 1.435,00	<input type="checkbox"/>
Hanging AD Front and Reverse Display 2x3m (The client is in charge of the artwork and printing)	US\$ 2.233,00	<input type="checkbox"/>
Logo Package options (Trade Fair Maps, Mega Blueprints, Location maps spread out all over the venue)	US\$ 1.867,95	<input type="checkbox"/>

## E. Total Costs

Please complete the total costs below as necessary:

Exhibition stand package (B)	US\$
Mandatory fees (C)	US\$
Catalogue advertising (D)	US\$
Other Costs	US\$
<b>TOTAL</b>	<b>US\$</b>

## F. Payment schedule and procedure

1. 50 % immediate payment upon receipt of invoice. **Return of contract confirms your attendance.** Receipt of payment confirms your stand location. Failure to make immediate payment means your stand position will be released.

\* Please note that your stand location is only secured by your deposit receipt. If no deposit is received to confirm your company location, you will then be liable to pay a 'defaulted 50% Deposit Penalty Fee' as breach of contract and you will be placed on the re-allocations list until 1st payment is received and only then will your company be re-allocated on the floor.  
NB: This does not affect Informa's right to collect full payment on invoice value.

2. 50 % completing final payment to be made before 4 months prior to the opening day of the exhibition. (February, 2020)

### Payment methods

#### Beneficiary Bank

Beneficiary Name: UBM Brazil Feiras e Eventos LTDA  
Bank: Banco Santander (Brazil) S.A.  
Branch/Account: 3822/13000551-6  
IBAN: BR07 9040 0888 0382 2013 0005 516C1  
SWIFT: BSCHBRSP

#### Correspondent Bank

Correspondent Bank: CITIBANK NY - USA  
SWIFT (BIC CODE): CITIUS33  
Clearing Code: ABA 021000089 / CHIPS 218075 / 239822  
Account Number: 10953454

If you would like to remit payment by credit card, please call +55 11 4632-0200 or send an email to [financeirocr@informa.com](mailto:financeirocr@informa.com) that includes your contact information. We will respond to your email within 24 hours with a return call to obtain your credit card information. FIME is PCI compliant and concerned about the security of your electronic data. For your protection, please do not transmit credit card information to us via voicemail or email.

Payment of the fees into Informa's designated bank account only shall satisfy Client's payment obligations under this Contract. **BEWARE!** – Client should be vigilant of false change of bank account communications, identity theft and other scams. If Client receives any communication notifying Client of a change in Informa's designated bank account, Client should contact Informa immediately to verify authenticity. Informa shall not be responsible for any losses suffered by Client due to third party fraud or misdemeanour.

## CONTRACT FOR PLANNING, ORGANIZATION AND ADMINISTRATION OF EVENTS, FAIRS, EXHIBITIONS AND RELATED

In accordance with this agreement \_\_\_\_\_,  
as of now named Exhibitor and UBM BRAZIL FEIRAS E EVENTOS LTDA  
as of now named Organizer, located at Av. Doutora Ruth Cardoso, 7221  
conj: 2301, Pinheiros, São Paulo, SP, CEP: 05425-902

agree to:

### 1. CLAUSE ONE

- 1.1. The present agreement covers:  
a) The rendering of services by the Organizer to plan, organize and manage the event \_\_\_\_\_, as hired by the Exhibitor.
- 1.2. It will be the Organizer's duty to coordinate the venue, the supply of the technical information and services for the assembly of the stands in the area, the coordination of the assembly and disassembly of the stands in the area and to verify the compliance by the Exhibitor with the norms in force for the event.
- 1.3. By area, it is understood that the physical space is measured in square meters where the Contracting Party will install its booth stand during the event HOSPITALAR FAIR + FORUM 2020 to be held in the SÃO PAULO EXPO from 19th to 22nd of May 2020 in São Paulo, Brazil.

### 2. CLAUSE TWO

- 2.1. By signing the present agreement the parties agree with all the terms herein established, and the agreement shall only expire after completion of the Event.

### 3. CLAUSE THREE

- 3.1. For the services rendered by the Organizer, the Contracting Party will pay the amount of \_\_\_\_\_ as per the conditions set in the Summary Table of this Agreement, observing the payment deadlines set herein.
- 3.2. The Exhibitor agrees with the payment deadlines as set in the Summary Table and is aware that the non-observance of the deadlines will incur in a fine to the amount of 2% (two percent) of the total amount due.

- 3.3. Delay of more than 30 (thirty) days for any payment, counted from the due date established in this agreement for each installment, shall allow the Organizer to lease the area booked by the Exhibitor, and item eight shall apply.
- 3.4. The amounts described in the item 3.1 cover the costs of planning, organizing and management of the event, besides the cost of the area as per the Summary Table of this agreement.  
a) The sums in the Exhibitor's Manual are not included in the item 3.1.
- 3.5. After completion of the event, Organizer shall issue a single Receipt with the amount described in item 3.1.
- 3.6. The Exhibitor agrees to receive, check and pay each bank slip with care and due diligence in order to avoid being subject to third-party's fraud, especially regarding fraudulent bank slips, hereby relieving the Organizer of any responsibility for improper payments, considering that the Organizer permanently takes preventive and remedial measures aiming at prohibiting illegal practices.

### 4. CLAUSE FOUR

- 4.1. The Exhibitor, as per the Summary Table, leases \_\_\_\_\_ s.q.m. to assemble its stand.
- 4.2. The Exhibitor agrees, in order to better run the Event or due to force majeure, that the area may be relocated or adapted in another pavilion, always respecting the dimensions of the area leased.
- 4.3. The leased area, its size and location, can only be changed with the previous written approval of Organizer, except in case of reduction of hired area requested by the Exhibitor described in item 4.3.1.
- 4.3.1. After this agreement is signed, Exhibitor's request of smaller space or cancellation of any service originally hired, will be subject to availability that will be analyzed by the Organizer and be the fine described in clause eight shall apply based on the reduced area or based on the service cancelled.
- 4.3.2. In case the Exhibitor needs a larger area than the leased one, and upon availability in the Pavilion, it shall pay only for the difference between the area previously leased and the area effectively leased. The price for the additional area will be updated to new sign date.

- 4.4. The Exhibitor may divide the area among its representatives and/or distributors and/or importers and/or exporters since previously authorized in writing by the Organizers. The Exhibitor must respect the limit of 9 sq. m for each brand/ company. For each single participant, and listed co-exhibitor the Exhibitor must pay \$370 USD administration fee.
- 4.5. The Exhibitor, after the closing of the Event, shall clear the area and return it in its previous conditions. In case this procedure is not observed, the Organizer may take the necessary steps to achieve this goal, charging the Exhibitor for the expenses incurred.
- 4.6. Promotions, shows and other activities that may harm the activities of other Exhibitors can only be carried out with previous express authorization from the Organizers. The non-observance of this item will cause termination of this agreement, with the application of item 9.1 below.
- 4.7. It is the Organizer's obligation to give all the necessary technical information for the assembly, disassembly and decoration of the stand prior to the event, as included in the Exhibitor's Manual, which are to be strictly followed by the Exhibitor, since these have been previously agreed by the Organizer and the management of the Pavilion, in order to ensure the maximum safety, under termination penalty of this agreement as per item 9.1.
- 4.8. Any change wished, as well as the use of any optional material shall be communicated in writing to the Organizer.
- 4.9. Projects with second floor will be charged 50 % (fifty per cent) of the amount paid in the square meter of the ground floor, and it is subject to the Organizer approval.

#### 5. CLAUSE FIVE

- 5.1. Organizers will only be liable for damages if proved guilty. Exhibitors shall be liable for any damages of any kind caused to people or products exposed by theft, robbery, sabotage, fire, poor conservation of the stand.
- 5.2. The responsibility for interruptions in the supply of electric power, water and other that depend on third parties is solely of the respective providers.
- 5.3. It is compulsory for the Contractor to provide and present a Civil Liability insurance policy for the products on display and people walking through the booth (employees, guests, or visitors of the event), with coverage according to the value of the products exhibited in the stand, against risks of any kind, in view of the total liability of the Employer hereunder. The UBM recommends the contracting of the insurance by the broker Willis Towers Watson through the telephone +55 11 2161-6000. As a benefit of contracting through WTW, the presentation of necessary documents will be made directly by WTW to UBM, but we reiterate that the exhibitor is free to make the hiring through his preferred brokerage.
- 5.4. The Exhibitor is responsible for every damage/harm to third parties within the perimeter of its stand, as well as due to the presence or intervention from its employees, hired parties, guests or persons which the Exhibitor itself granted access to the event, occurred in any part of the pavilion where the event will be held, without joint responsibility by the Organizers.

#### 6. CLAUSE SIX

- 6.1. The Exhibitor shall not transfer, totally or in part, any rights gained or responsibility taken over regarding the event, without the previous and express approval of the Organizer, under termination penalty of the present agreement and the penalties set out in clause 9.1 below.

#### 7. CLAUSE SEVEN

- 7.1. If, due to force majeure, the event cannot be held, the Organizer will inform of its total cancellation, becoming void the conditions set in this agreement without any penalty whatsoever to any party. In this case all the amounts paid by the Exhibitor will be reimbursed. Under such condition the Exhibitor is not entitled to any kind of indemnity.
- 7.2. In case the event must be cancelled because of the Organizer's responsibility, the following shall apply:
  - 7.2.1. If the cancellation occurs in less than 90 (ninety) days before the opening of the event, all amounts paid by the Exhibitor will be reimbursed, plus a fee of 10 % (ten percent) 10 (ten) days at most after the cancellation.
  - 7.2.2. If the cancellation occurs in 90 (ninety) or more days before the opening of the event, all amounts paid by the Exhibitor shall be reimbursed within a maximum of 10 (ten) days.

#### 8. CLAUSE EIGHT

- 8.1. The Exhibitor recognizes that, due to the Leased Contract Area, the Organizer will take many obligations and bear costs for the organization of the event according to the exact number of participants. The obligations assumed by the Organizer will remain unchanged even if the Exhibitor decides to cancel its participation. Thus if the Exhibitor wishes to cancel its participation in the Event, reduce size of booked area or cancel any other services, such as the "installation package" service, Exhibitor must inform Organizer in writing and shall be obligated to make the required indemnity payments, as described in the terms below:
  - a) If cancellation is communicated up to 180 (one hundred and eighty) days before the opening of the event, the Exhibitor shall pay 50 % (fifty percent) of the amount set out in the item 3.1 above;
  - b) If cancellation is communicated between 180 (one hundred and eighty) days and 120 (one hundred and twenty) days before the opening of the event, the Exhibitor shall pay 75 % (seventy five percent) of the amount set out in item 3.1 above;
  - c) If cancellation is communicated less than 120 (one hundred and twenty) days before the opening of the event, the Exhibitor shall pay the whole sum set out in the item 3.1 above;
- 8.2. In case the Exhibitor does not occupy the area leased until 48 (forty-eight) hours prior to the opening of the event, the Organizer may dispose of at its convenience, applying also the item 8.1.c above.
- 8.3. In case the Exhibitor is subject to the terms set out in clauses 3.2, 8.1 and 8.2, including the sub-items above, with or without notification in writing to the Organizer of its intention to cancel its participation in the event, the Organizer may make the area available for lease or relocation without any indemnity to the Exhibitor in this case.

#### 9. CLAUSE NINE

- 9.1. In case of non-observance of the clauses herein agreed to, this agreement shall be terminated and the defaulting party shall pay to the innocent party, in one installment, a total of 20 % (twenty percent) of the amount set out in the first page of this agreement, besides the total sum as set out in the item 3.1 above, in case the same has not yet been paid by the Exhibitor.
- 9.2. In case of termination of this agreement while the Exhibitor is already in possession of the stand, it shall give it back immediately, free and unimpeded from objects and persons, and in the original conditions as it was received, otherwise a daily fine of 2 % (two percent) of the total amount as set in this agreement.

#### 10. CLAUSE TEN

- 10.1. The parties declare that they act in accordance with the Law No. 12.846 / 13 and with the anti-corruption legislation of the countries with which they conduct business and undertake to comply with them carrying out their activities. They further declare that members, employees and workers to the best of their knowledge neither are undergoing criminal investigation nor have been subjected to any civil or criminal legal actions for improper conduct relating to bribery, corruption, acts detrimental to public administration or other wrongful act related to Law 12.846 / 13 and other anti-corruption regulations, whether national or foreign.

#### 11. CLAUSE ELEVEN

- 11.1. The Exhibitor shall act in accordance with the terms above established, orders and security guidelines given by the employees of the Organizer, in order to promote the good functioning of the event.
- 11.2. Exhibitor shall pay all federal, state and city taxes.
- 11.3. This agreement consists of two pages and is irreversible and irrevocable.
- 11.4. Mandatory fees are set forth in item III of the first page of this agreement. If the Exhibitor opts for the non-inclusion of fire extinguishers in this agreement, the Exhibitor shall be aware that fire extinguishers are compulsory items required by the authorities for security reasons and the Exhibitor is committed to provide such compulsory items at the event location and on the event dates, complying with the amount of fire extinguishers needed to cover the surface area rented.
- 11.5. The Exhibitor declares that it operates in accordance with Law No. 12.846/13 and the anti-corruption laws of the countries with which it conducts business. The Exhibitor also states that, to the best of its knowledge, its partners and staff are not under criminal investigation or have not been subject to any civil or criminal legal action for misconduct relating to bribery, corruption, acts detrimental to the public administration or other tort related to Law No. 12.846/13 and other anti-corruption standards, whether national or foreign.
- 11.6. The parties elect the Court of the District of the Capital of the State of São Paulo to settle any dispute arising out of this agreement.

## SIGNATURE

This Booking Form and the Informa Sponsorship and Exhibition Terms and Conditions, which are incorporated into this Booking Form, together constitute the Contract between Informa and Client. By signing this Booking Form, Client confirms that it has read and understood both the Booking Form and the Informa Sponsorship and Exhibition Terms and Conditions, and acknowledges and agrees to be bound by their terms. The signatory to this Booking Form is signing as the authorised signatory of Client and possesses all necessary power and authority to bind Client to this Contract.

Witnesses:

Name:  
ID n.:

Name:  
ID n.:



Email the contract to: [international.hospitalar@informa.com](mailto:international.hospitalar@informa.com)