

Sponsorship and Exhibition Terms and Conditions

Booking

1. Virtual Exhibition stands are allocated on a first come first served basis.
2. A virtual stand is not confirmed until the confirmation has been received from Clare Beach, BMLA Conference Office, that the booking is complete.
3. An invoice will be issued through the registration system using the invoice details provided to us.
4. Payment terms, which are also detailed on the invoice, are 14 days from the date of the invoice, preferably by electronic bank transfer, unless stated otherwise on the invoice. Full payment is required before the start of the conference.
5. A receipt will be issued upon completion of payment.
6. All participants must register online selecting the exhibitor category before 5th March 2021.
7. Monies received from sponsors and exhibitors will be used to cover the conference virtual platform and associated costs and not any of the social aspects of the conference organisation unless a specific social element of the event is sponsored as part of an agreed package.

Virtual Platform Booth Look and Layout

8. Content for the portfolio of digital assets the exhibitor wishes to display on the virtual stand must be confirmed and agreed with the Organiser ahead of the event.
9. Digital information for virtual exhibition stands must be provided to the Organiser for upload on the virtual platform by 7th April 2021.
10. You will be provided with a mini-webpage space on the virtual platform as discussed with the Organisers with HTML editing capabilities.
11. Exhibitors will receive a mock-up of their exhibition booth and be able to have a virtual tour of the booth if requested in the booking form approximately 2 – 3 weeks prior to the conference.

Exhibition Staffing/Hours

12. An exhibitor is permitted to have a maximum of 3 members of staff assigned to their booth, but the recommended number is 1 – 2.
13. Exhibitors are asked to be online during the conference programme hours. However, Exhibitors can extend their online presence outside the official time if they wish to cover multiple time zones. When the virtual booth is not staffed attendees can still easily leave messages, questions, request meetings or download information.

Drawings/Prizes/Raffles, Etc.

14. Prize contests, awards, drawings, raffles or lotteries of any kind must be approved by the Organisers at least one month prior to the conference.

Sponsored Masterclass and additional events/meetings

15. If an exhibitor/sponsor wishes to arrange additional meetings and events with conference attendees these cannot be in parallel with any other events in the programme. An approved schedule is available from the Organisers.
16. There is no limit of the number of people that can join the exhibitor group chat – all participants, sponsors and exhibitors can join the chat at any time, no invite is required. When the platform is closed, the exhibition chat will not be available. Please note that the messages in the group chat are not private, anyone registered to the conference can participate.

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17. Sponsored Masterclass sessions will be pre-recorded with a live Q&A. Our platform provider VenueIQ co-ordinator will make contact with each speaker to finalise details for the pre-recording time slots. The recorded session will be edited by VenueIQ and can be shared with the sponsor upon request.
18. If you wish to pre-record your own speakers, please inform the conference team immediately to receive specifications and deadlines.

Post Conference

19. After the conference, the Virtual Platform content will be available for an additional 3 months for all registered participants until 6th August 2021
20. Exhibitors will be able to retrieve leads from their booth post conference. Clare Beach, BMLA Conference Manager will share a statistics and metrics report to include participant booth attendees.

Cancellation Policy

21. If an exhibitor wishes to cancel or reduce exhibition package after assignment has been made, written notification must be sent to the Organiser at office@bmla.co.uk and monies paid will be returned less a £100 administration fee. Cancellations after 1 month before the conference onwards will receive no refund and will be liable for payment of the balance should it not have been received by the cancellation date.
22. In case that the BMLA Conference cannot be held or is postponed due to a Force Majeure Event, or such other events beyond the control of the BMLA, BMLA accepts no liability to any Participants for any damages, costs, or losses incurred, such as financial losses or any other consequential losses.
23. In the event of a Force Majeure Event occurring, the BMLA may choose to cancel the BMLA 2021 Virtual Conference, and in such instances will reimburse any Registration Fees paid by Participants after a deduction is made for costs incurred by BMLA, the Conference Secretariat, Venu-IQ, in preparation for the BMLA 2021 Virtual Conference.
24. Notwithstanding clauses 22 and 23, the BMLA reserve the right if a Force Majeure Event occurs to change the format and/or dates for the BMLA 2021 Virtual Conference, and to hold the event in a different format and/or on other dates (Replacement Event) as near to the original dates as possible without any liability to the Participants. The Replacement Event shall take place within 12 months of the original dates for the BMLA 2021 Virtual Conference, and the Participant will be able to carry over any Registration Fees paid in relation to the BMLA 2021 Virtual Conference to the Replacement Event.