

Stand Operation

ADIA wants Exhibitors to enjoy their participation in the event and also maximise the commercial return from the investment. In order to afford all exhibitors these opportunities, to provide for the safety of all within the Exhibition Hall and also comply with some statutory requirements, it is necessary to provide some guidance on the type of Exhibitor activities.

Exhibitor guidance notes —

- 1 Concurrent activities and promotions
- 2 Patient demonstrations and product trials
- 3 Lighting and visual effects
- 4 Audio effects
- 5 Display stands and operation of equipment
- 6 Food and beverage
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Supporting documents and forms available on the Exhibitor Portal —

To assist exhibitors' maximising their participation in the *ADX20 Sydney* dental exhibition, additional forms and resource materials are included. These include:

Supporting documents and forms —

Cleaning of stands. Download form from the ICC Sydney
Temporary Communications form
Download form from the ICC Sydney

1 Concurrent activities and promotions

- 1.1 Without the prior written approval of ADIA, no Exhibitor shall conduct or support marketing, promotional or educational events held outside the Exhibition Hall during the exhibition hours (as nominated in Clause 1.1).
- 1.2 Any Exhibitor found to have breached Clause 1.1 is liable to pay a \$10,000 penalty and / or forfeit their right to exhibit in future exhibitions.

2 Patient demonstrations and product trials

- 2.1 An exhibitor may undertake procedures on live patients within their Exhibition Space only when prior written consent has been provided by ADIA and:
- a. A warranty that the exhibitor has insurance coverage appropriate to the risk;
 - b. That all patients sign a declaration to hold ADIA not responsible in the event of any adverse reaction, illness or injury; and
 - c. That any interaction with patients is undertaken by an appropriately qualified (and where required by law registered) professional.
- 2.2 ADIA may order an Exhibitor to cease undertaking procedures on live patients at any time and at its absolute discretion.
- 2.3 ADIA may order an Exhibitor to pay cleaning costs whereby waste from such patient demonstrations (i.e. blood products) creates a hazardous environment and requires specialist cleaning services.

3 Lighting and visual effects

- 3.1 No strobe lighting is to be used by an Exhibitor within the Exhibition Hall.
- 3.2 Any lighting effects must not disturb the visual amenity of the Exhibition Hall or other Exhibitors.
- 3.3 Any projection of an image or video must be arranged in such a manner that the projected image remains within an Exhibitor's designate Exhibition Space.
- 3.4 ADIA may order an Exhibitor to terminate any lighting and visual effect at any time and at its absolute discretion.

4 Audio effects

- 4.1 Any music amplification must not disturb other exhibitors.
- 4.2 Public address systems (i.e. voice amplification) can only be used with the prior written consent of ADIA.
- 4.3 ADIA may order an Exhibitor to reduce the volume of, or terminate, any sound or voice amplification at any time and at its absolute discretion.

5 Display stands and operation of equipment

- 5.1 An Exhibitor must conduct their business entirely within their Exhibition space.
- 5.2 Display stands and equipment must be installed in such a way they are situated and operate entirely within an Exhibition Space.
- 5.3 ADIA may order an Exhibitor to relocate and / or remove any stand or equipment that protrudes outside an Exhibitor's designated Exhibition space.

6 Food and beverage

- 6.1 Due to ADIA's contractual obligations with the ICC, an exhibitor may offer selected food and beverages (including alcohol) from their Exhibition Space only when the food and beverage has been purchased via the ICC Sydney.
- 6.2 No tea or coffee can be offered by any Exhibitor as this is contractually only available from the designated café.
- 6.3 An exhibitor may offer alcohol from their Exhibition space subject to Clause 6.1 and where Exhibition Staff have completed the training course SITHFAB009A: Provide responsible service of alcohol. The alcohol must be supplied by the ICC Sydney. Exhibitors are to adhere to New South Wales government licensing laws associated with the service of alcohol.

7 Helium filled balloons

- 7.1 An Exhibitor may distribute helium filled balloons to visitors.
- 7.2 ADIA may, at its absolute discretion, ban one or all Exhibitors from distributing helium filled balloons to visitors.
- 7.3 An Exhibitor may not deliberately skyward release, or encourage the skyward release of, helium filled balloons into the Exhibition Hall.
- 7.4 Due to the cost of removal from the Exhibition Hall, an exhibitor is liable to a charge which will be assessed on a case by case basis, if balloons remain above a height of 5 meters in the Exhibition Hall after 9:00am on Monday, 16 March 2020.

8 Sales of product

- 8.1 Sales of product are permitted when undertaken in accordance with the framework provided by the Therapeutic Goods Act (Cth) 1989 and other relevant legislation.

9 Raffles and promotions

- 9.1 Raffles and promotions may be permitted when conducted in accordance with the ADIA Code of Practice (this framework sets out strict limitations with regard to competitions) and the Lotteries and Art Unions Act (NSW) 1901. It is the responsibility of the Exhibitor to obtain the necessary permits from the Office of Liquor, Gaming and Racing.

10 Professional conduct

- 10.1 Exhibitor staff are to act professionally and with courtesy to all visitors and exhibitors at all times.
- 10.2 Exhibitor staff should adhere to reasonable standards of good taste and manners having regard to dress, language, decorum and verbosity.

11 Visitor interaction

- 11.1 Exhibitor staff will treat all visitors with respect and dignity.
- 11.2 Exhibitors may collect visitor contact details via the app.

12 Filming and photography

- 12.1 Exhibitors may only film or photograph their own booth.
- 12.2 If filming or photographing visitors, their prior written consent must be obtained.
- 12.3 Exhibitors are advised that ADIA has reserved the right to photograph exhibitor space and exhibitors for promotional purposes only.

13 Cleaning of stands

- 13.1 Stand cleaning may be organised directly with the ICC. Please use the relevant ICC Form from the toolkit.
- 13.2 Furniture and glass cabinets are not cleaned.
- 13.3 Rubbish on stands will not be taken away. Rubbish left in aisles will be taken away, however it must not be left in aisles during Exhibition Hours.
- 13.4 ADIA and ICC are not responsible for any loss or damage to stands or product associated with cleaning operations.
- ▶ Stand cleaning services can be ordered through ICC Sydney

14 Internet services

14.1 Internet services can be accessed directly through the ICC Sydney. Please make your bookings direct with ICC Sydney on Attachment 8A.

- Reservations for temporary communications services can be ordered through ICC Sydney.

15 Testing and Tagging of equipment

15.1 Electrical equipment must display a current testing certificate. Moreton Hire can arrange for your equipment to be tested and tagged on site. Please contact Moreton Hire direct to book this service.

16 ICC Sydney Permits

16.1 ICC Sydney have a number of permits for activities which must be completed prior to the event including the following. Click on the forms to access the toolkit.

- Custom Stand Plans Permit Form
- Hazardous Substances and LPG Permit Form
- Medical Activities Permit Form
- Vehicle Display Permit Form
- Event Forklift Permit Form