

14 | 15 | 16 | NOV | 2019 | FIL | LISBOA | PORTUGAL



**EXPO**  
DENTÁRIA  
PORTUGAL

# EXHIBITOR'S GUIDEBOOK

MANUAL DO EXPOSITOR

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# 2019 EXPODENTÁRIA REGULATION

REGULAMENTO DA  
EXPODENTÁRIA 2019

## INTRODUCTION

This Regulation, hereinafter also referred to as the Exhibitor's Guidebook, is an integral part of the Lease and Service Delivery Agreement between the *Ordem dos Médicos Dentistas* (OMD) – Portuguese Dental Association and the Exhibitor.

It is important that the Exhibitor informs its employees and service providers, of the rules applicable to the event.

The Organizer may change these rules, at any time, whenever the smooth running of the event so requires or justifies.

The dynamics of the event may also warrant the issuing of resolutions by the Organizer, in order to clarify, set or adjust specific aspects of the exhibition, which become mandatory once published through public notice or by direct notification.

This regulation is composed of:

**Section 1 – Specific** – annual dimension, varying according to each Expodentária:  
Timeline of schedules for set up, event and tear down, Expodentária floor plan.

**Section 2 – General Regulations**

**Section 3 – Forms**

**SECTION 1 – SPECIFIC****TIMETABLE FOR SET UP, EVENT AND TEAR DOWN****1.1 – VENUE**

The Exhibition will take place at FIL – Lisbon Exhibition and Congress Centre\*.

**1.2 – SET UP**

11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> November 2019\* (08h00 – 19h00)

The stand must be finished, decorated and the surrounding area free and cleared strictly by 20h00 on 13/11/19\*.

**1.3 – CLEANING**

The Organizer will carry out a general cleaning of the common areas of the exhibition halls, on 13/11/2019\* – from 20h00 to 22h00.

**1.4 – THE EVENT**

14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> November 2019\* (10h00 – 20h00)

The Exhibition will take place during the hours indicated above, however its opening hours might be modified as the Organizer deems most convenient, without giving way to any kind of compensation.

The Exhibitors shall keep their stands in operation during the entire period of the Exhibition, with properly trained staff to assist visitors.

**1.5 – TEAR DOWN**

16<sup>th</sup> November, 2019 (20h00 – 24h00)

Exclusively for exhibitors to remove their portable equipments and valuables.

17<sup>th</sup>, 18<sup>th</sup> November, 2019 (09h00 – 18h00) strictly

It is the exhibitors' responsibility to tear down their stands and remove the products and equipments, and leave their occupied area clean, respecting the timeline and conditions stipulated herein.

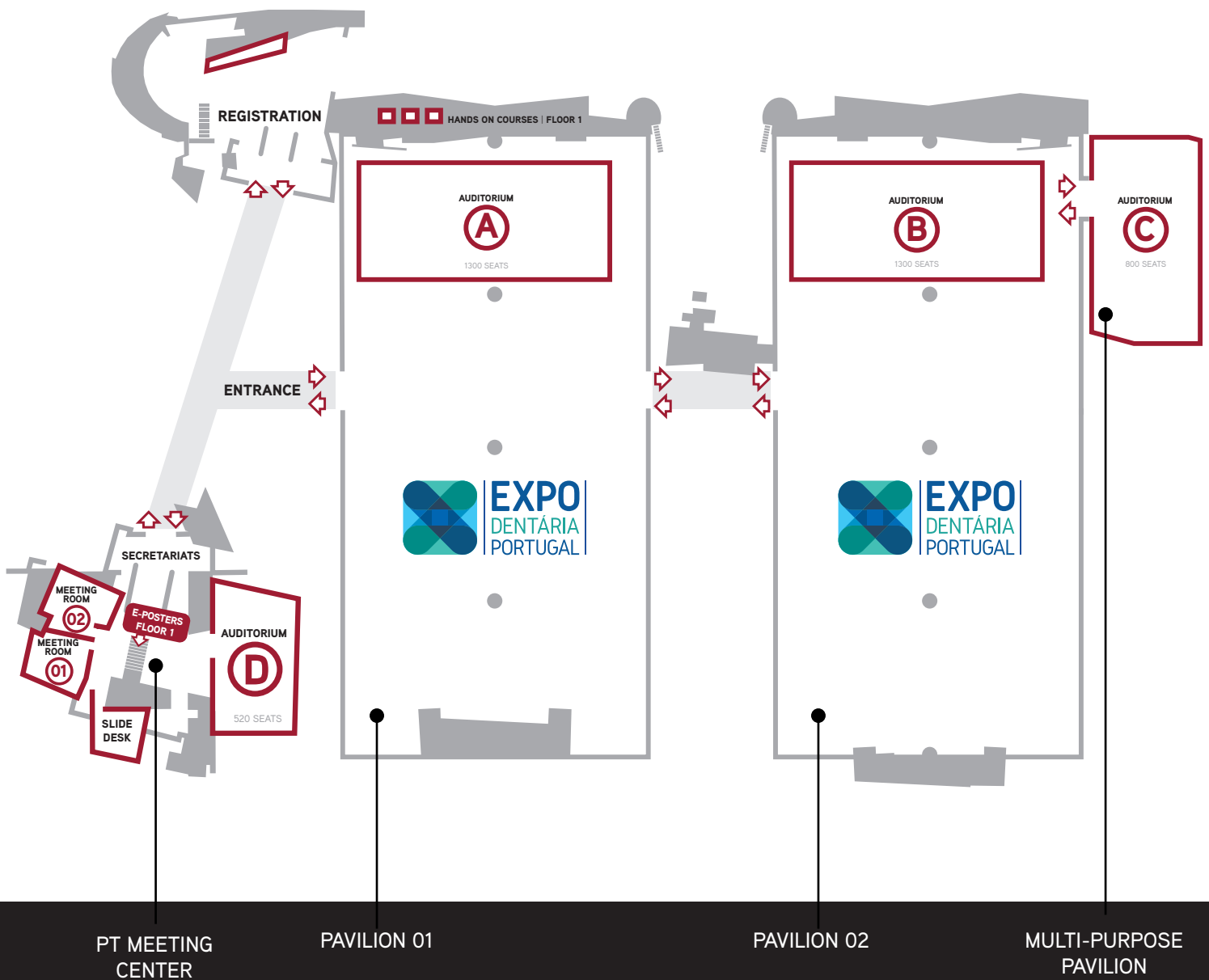
**1.6 – TIME EXTENSION**

Regarding the possible extension of time for set up and tear down, exhibitors' requests will be analyzed individually according to the availability of the venue FIL. This request, if granted, results in additional costs that should be settled directly with FIL.



28<sup>th</sup>  
CONGRESSO  
OMD

# CONGRESS GENERAL FLOOR PLAN



ORGANIZATION



PLATINIUM SPONSOR

**Pierre Fabre**  
**ORAL CARE**

GOLD SPONSORS

**straumann**group

**COLTENE**

SILVER SPONSORS

**CPMPHARMA**

**HENRY SCHEIN®**

**klockner®**

**LEXUS**

**ageas**  
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**gsk**  
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INTERNATIONAL  
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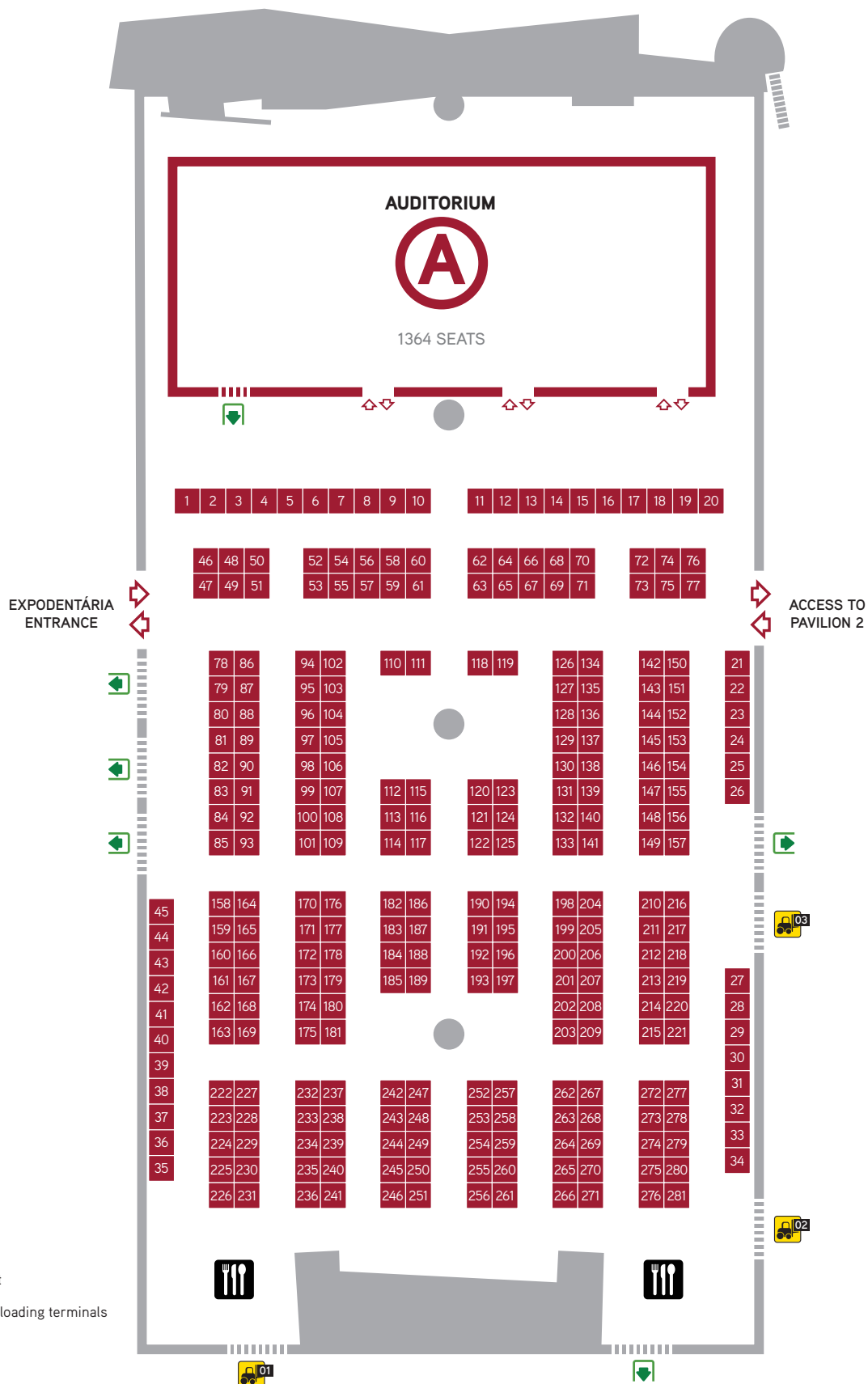
**dti** World Travel International

INSTITUTIONAL PARTNER



# EXPODENTÁRIA FLOOR PLAN PAVILION 1

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# EXPODENTÁRIA FLOOR PLAN PAVILION 2

**EXPO**  
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**ORAL CARE**

**straumann**group

**CPM**PHARMA

**klockner**

**ageas**  
seguros

**dti** Digital  
Trends  
International



**COLTENE**

**HENRY SCHEIN**

**LEXUS**

**gsk** GlaxoSmithKline

## IMPORTANT CONTACTS

### 1.8 – ORGANIZER

Ordem dos Médicos Dentistas – OMD (Portuguese Dental Association)  
Av. Dr. Antunes Guimarães, 463  
4100 – 080 Porto  
Coordinator of Expodentária: Pedro Pires  
Contact: Maria do Céu Paz  
Tel: +351 226 197 690  
FAX: +351 226 197 699  
Email: expodentariaportugal@omd.pt  
www.omd.pt

### 1.9 – FIL – LISBON EXHIBITION AND CONGRESS CENTRE\*

Rua do Bojador, Parque das Nações  
1998–010 Lisboa  
Tel: +351 218 921 500  
Fax: +351 218 921 555  
Email: fil@ccl.fil.pt  
www.fil.pt

## SELF-ORGANIZATION

### 1.10 – CHECKLIST

1. Read the entire Exhibitor Guidebook and inform all employees and/or service providers;
2. Fill in and submit all the forms in this Guidebook within the following deadlines for the year 2019;  
  
Form 1 – Expodentária – **available from 17th April to 03 October, or to the capacity of Expodentária**  
  
Form 2 – Expodentária Guide exclusively online – **available for consultation on the Expodentária website**  
  
Form 3 – Accreditation for exhibitors – **available for consultation on the Expodentária website**  
  
Form FIL (available soon)
3. The processing of personal data provided by the visitors of the Exhibition, as well as those transmitted by exhibitors to the Organizer, complies with the rules for processing data established in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation);
4. Send out the invitations provided by the Organizer to clients, potential clients, suppliers and service providers;
5. Provide a copy of this Regulation to the company in charge of setting up the stand, and require compliance with its regulations;
6. Hire the services needed for your stand – electricity, cleaning, within the deadlines;
7. Define promotion and advertising activities and verify when to submit them for approval to the organizer;
8. Stand – define the entire project and submit it to the organizer for approval, respecting the deadlines scrupulously;
9. Verify if the proposal submitted meets the requirements for a Normal Stand or a Special Stand and is in compliance with all regulations in force.
10. Arrange for insurance covering the risks regarding the stand, the staff in service and products and equipment.

## SECTION 2 – GENERAL REGULATIONS

### GENERAL RULES

#### 2.1 Rules and Contract

1. Upon registration, the Exhibitors accept the rules, which are applicable to the relationship between the Exhibitors (their staff and service providers) and the Portuguese Dental Association.
2. This Regulation is part of the Lease and Service Delivery Agreement between the Portuguese Dental Association and Exhibitor.

#### 2.2 Organizer

1. The Portuguese Dental Association, also referred to in this Regulation as the Organizer, organizes a Trade Show, also referred to as Expodentária.
2. If any unforeseen event prevents the Exhibition from taking place, delays its opening, causes any changes in its schedule or forces changes to Section Specific, Exhibitors cannot claim any compensation.
3. If, for whatever reason, the Exhibition does not take place, the Exhibitors shall be entitled to reimbursement of the amount already paid, after deducting the expenses incurred by the Organizer.

#### 2.3 Objectives

1. The main objective of the Exhibition is to present products or services that are related to the sector of activity covered by the Exhibition.
2. The exhibitors are allowed to market the products or services mentioned in number 1 in the Exhibition.
3. Each exhibitor and / or participant is uniquely, personally and exclusively responsible for complying with the law governing the presentation and the marketing of the products or services featured, as well as to their conformity with the safety standards in force.

#### 2.4 Context

The Exhibition is part of the Annual Congress of the Portuguese Dental Association, occurring within the scope and jurisdiction of the OMD, represented by the organizing committee of the Congress and by the Board of Directors.

#### 2.5 Operating Conditions

1. The Organizer has the competence to set the price of tickets to enter the venue and to define the rules that ensure the success of the Exhibition.
2. The Organizer can take the action it deems appropriate to implement the rules, and may for that purpose, issue additional resolutions or regulations as necessary.

## 2.6 Conditions for admission

1. Exhibitors can be national or foreign companies, as well as its agents or distributors in Portugal, whose activities fall within the objectives of the Exhibition as defined in number 2.3.
2. Collective participants or groups of Exhibitors with certain affinities are only allowed, provided that in the products displayed the manufacturer is identified.
3. In the application form for group participation, each member must be identified and are subject to the partial deferral of the request by the Organizer.
4. In case of partial acceptance, if the Exhibitor chooses to cancel the application, it is required to communicate that decision to the Organizer within 3 working days from the date of issuance of the partial deferral of enrolment, according to the deadline in number 2.10.
5. The Exhibitors wishing to market trademarks they represent, in order to appear in the catalogue, must submit an official document from those trademarks confirming the valid representation.
6. The Organizer may, when necessary, require the presentation of contacts or documentary proof to confirm any of the above-mentioned items.
7. The Organizer may freely refuse any entry, which, according to its criteria, does not fit the scope and objectives of the Exhibition or, for whatever reason, may be harmful or inconvenient.
8. In case of refusal, for the reasons indicated above, which may be partial in the case of group applications, the organizer shall inform, in writing, of the refusal and return the amount paid by the applicant, without granting any right to a compensation for this matter.
9. In the case of partial rejection, which does not cause the complete cancellation of the applicant, the Organizer will not reimburse any amount.

## 2.7 Assignment of spaces

1. The Exhibitors and participants cannot lend, in any way, all or part of the space that belongs to them, without prior written permission of the Organizer.
2. It is also forbidden to display items from other producers, which are not submitted by the Exhibitor at the time of application, or subsequently authorized by the organizer.
3. In case of violation of the preceding paragraphs, the Organizer may take appropriate action, including removing or having the products unduly exposed removed.

## 2.8 Legality and transparency

With the acceptance of the general rules established in this section, the Exhibitors (respective personnel and sub-contractors) hereby declare to the Ordem dos Médicos Dentistas that they are in no way, be it directly or indirectly, engaged in judicial processes, under criminal or fiscal investigations or other investigations related to criminal activities/organisations or associations, corruption, fraud and money laundering.

## TERMS AND CONDITIONS AND REGISTRATION APPLICATION

### 2.9 Registration

1. The application for registration is made by filling in Form nº1 and sending it to the Organizer, together with the enrolment fee, which is the first instalment of the occupancy rate.
2. The application must be submitted by 03/10/2019\*, after this date the applicants may be faced with the impossibility of its acceptance, which can be communicated verbally.
3. The registration at the exhibition implies the full acceptance of the rules in this Regulation and does not confer the status of Exhibitor. The Organizer holds the right to decide on the allocation of space and location requested by each of the participants.
4. The Organizer will inform the applicants of their acceptance as exhibitors, as well as the space they will occupy and its location.
5. An Exhibitors request for space and services, by completing and delivering the appropriate forms, requires full payment.
6. When the Organizer refuses entry to any interested party, the occupancy instalments received will be returned.
7. The registration at the exhibition implies the full acceptance of the rules in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, regarding the processing of personal data, applicable to all individuals of both the EU and the European Economic Area.
8. Under the relationship between Exhibitor and the Organizer, all data related to the participation in the event and related services will be collected, as well as the administrative treatment of the registration process in the event and the process related to the personal identification of the participants, including the collection and processing by the organization of personal data.
9. For the purposes of the previous paragraph and in accordance with the provisions of the applicable law, the processing basis of personal data is supported by the contractual obligation for leasing space and the participation in the event that is required of the exhibitor and therefore by the consent of the latter as the data subject, which consists of a freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, agrees to the processing of personal data relating to him or her.
10. Personal data can only be used for the purposes essential to the activity of the event and also for other attributions that fall under the scope of the competences legally conferred by OMD's statute.
11. The Organizer can use the data for communication, under the purposes lawfully and regulatory foreseen, with the data subjects and is only allowed to supply this data to third parties with the express consent of the data subject or, when justified under the scope of the contractual obligations inherent to registration and participation in the event.
12. The Exhibitor shall guarantee the Organiser that it will adopt and implement its own privacy policy, which shall also respect the privacy policies established by third parties, including OMD's privacy policy, with whom the Exhibitor collaborates with, in order to comply with the legal obligations resulting from the collection and processing of data, namely regarding the safety of data collected as a result of the participation in an event organised by OMD.

## 2.10 Occupancy rates

1. The occupancy rate is set in terms of space and location occupied by the Exhibitor, in accordance with the price table:

N° OF SPACES	TOTAL AREA	OFFERS <sup>(1)</sup>	TOTAL VALUE <sup>(2)</sup>
1	9 m <sup>2</sup>	-	2.000,00€
2	18 m <sup>2</sup>	-	3.900,00€
3	27 m <sup>2</sup>	-	5.750,00€
4	36 m <sup>2</sup>	-	7.500,00€
5	45 m <sup>2</sup>	-	8.500,00€
6	54 m <sup>2</sup>	-	9.300,00€
7	63 m <sup>2</sup>	-	11.150,00€
8	72 m <sup>2</sup>	L	12.900,00€
9	81 m <sup>2</sup>	L	13.900,00€
10	90 m <sup>2</sup>	L	14.650,00€
11	99 m <sup>2</sup>	L	17.250,00€
12	108 m <sup>2</sup>	L	18.000,00€
13	117 m <sup>2</sup>	L	19.850,00€
14	126 m <sup>2</sup>	L	21.400,00€
15	135 m <sup>2</sup>	L	22.550,00€
16	144 m <sup>2</sup>	L	23.700,00€
17	153 m <sup>2</sup>	L	24.750,00€
18	162 m <sup>2</sup>	L	25.900,00€
19	171 m <sup>2</sup>	L	27.050,00€
20	180 m <sup>2</sup>	L	28.200,00€
Add an extra module of 9 m <sup>2</sup>			1.150,00€

**Legend:**

(1) L = Logo in Expo-Dentária floor plan

(2) Rate is subject to VAT.

2. Reservations will only be accepted from 17<sup>th</sup> April 2019\*.

3. The period corresponding to the reception of the application forms is from 17/04/2019\* to 05/05/2019\*.

From 06/05/2019\* the allocation of spaces for exhibitors starts, in accordance with the criterion indicated below.

4. Criteria for Allocation of Spaces:

- > Platinum Sponsor
- > Gold Sponsor
- > Silver Sponsor
- > Scientific Sponsor
- > Sponsor

- > Exhibitors 2019 must proceed to the payment of 50% of the reservation cost:
    - a) Order of arrival at OMD
  - > Exhibitors with 9m<sup>2</sup> stands:
    - a) Will be held in the Head office of OMD on 19<sup>th</sup> September 2019\*, at 10h30. One representative from each company may attend.
5. The reservation will be confirmed only after the payment of 50% of the total value, within 10 days.
  6. The fee must be paid in one or two instalments, according to the stated in Form No. 1.
  7. The instalments of the fee, once paid, will not be refunded if the enrollee, for reasons not attributable to the Organizer, does not occupy the stand, except as stated in the following article.
  8. Failure to pay any of the instalments of the occupancy rate within the deadline established in the Specific Regulation, grants the Organizer the right to exclude the Exhibitor, who in this case, will not be able to lay claim to any type of compensation.
  9. Potential exhibitors that wish to participate in Expodentaria must apply for registration. Each exhibitor is responsible for the currentness of the data provided in the registration form.
  10. The order in which spaces are allocated among sponsors is processed in accordance with the date of acceptance of the sponsorships.
  11. The allocation of spaces for the remaining exhibitors shall be established in accordance with the provisions of number 4.
  12. Having been notified by the Organizer of the space allocated, the exhibitor must obligatorily confirm acceptance within the following 48 hours. The lack of confirmation will mean that the exhibitor abdicates its temporal priority of choice and will be unilaterally communicated by the Organizer. The allocation of spaces will be temporarily interrupted between the 15/08/2019 and 01/09/2019.
  13. Reciprocal communications between the Organizer and Exhibitors shall occur exclusively by electronic means, through the email contained in the Organizer's database.

## 2.11 Cancellation

1. In the event of voluntary cancellation, necessarily communicated in writing by the Exhibitor to the Organizer at least 30 days before the beginning of the Exhibition, the Organizer may chose not to demand the payment of the remaining instalments.
2. The deadline stated on the previous number will also apply to cancellations motivated by the partial deferral of a collective application.
3. After receiving the cancellation request in accordance with the preceding paragraph, the Organizer will inform the applicant, in writing, of its decision.

## GENERAL SERVICES

### 2.12 Medical Centre

The emergency medical services will be operating on dates compatible with the set up of the Exhibition, its duration and tear down, as stipulated in this Guidebook / Regulation.

### 2.13 Event Security

1. The Organizer will provide security services 24 hours a day during the set up of Exhibition, its duration and tear down, acting on the entrance, circulation areas and common areas of the event.



- Contractors and Exhibitors must maintain the safety of their own stands, since the Organizer is not responsible for the internal areas of the stands, or the protection of individuals inside the stand or the stand itself.

## 2.14 Cleaning

### 1. GENERAL CLEANING OF THE EVENT

The Organizer is responsible for the general cleaning of common areas of the show, i.e., circulation areas and toilets.

### 2. CLEANING THE STAND

During the event, cleaning the internal areas of the stands is the Exhibitors' responsibility and must be carried out by their employees or the cleaning company hired by the FIL\*.

It is strictly forbidden to dump waste in public areas. The waste from each stand can only be placed on circulation areas after closing hours (after 20h), if properly packed in plastic bags.

Alternatively, it might be placed in the containers located outside the FIL\*.

To hire this service please fill in the Form supplied by FIL until October 20<sup>th</sup>.

## 2.15 Lighting

The Organizer provides general lighting for the pavilions, as well as outdoor spaces.

## 2.16 Electricity

- To contract this service, mandatory, accurately fill in FORM FIL until 21/10/2019.
- The electric power is alternating current, frequency of 50 Hz and tension of 220/380 volts\*.
- Depending on the place where the Exhibition will take place, Exhibitors may usually choose one of the levels of electric power, as better explained in the specific form.
- The reactive electric loads (electric engines, gas-discharge lamps, etc.) installed in the Exhibitors stand must be properly compensated, so that the power factor for the electrical installation of the stand is 0.94 or higher.
- The electrical power distribution by each phase within the stand must be balanced in order to avoid problems between phases.
- All the electric installations in the Exhibition must comply with the official rules and regulations in force, with specific reference to the Safety Regulations for Installation and Use of Electricity (RSIUEE)\*.
- The Exhibitors must appoint a qualified technician, certified by the Energy Services of the Ministry of Industry and Energy, who will be responsible for the electric set up of the stand.
- The Exhibitor will be responsible for the cost of the electrical connection to the Exhibitor's panel board, and therefore shall submit the electrical project for approval prior to the set up.
- The electrical installation of each stand must have with one or more electric panel boards, according to the power provided by the Organizer. These panel boards are the Exhibitors' responsibility. One of those panels should serve as a general panel board for the stand. If this does not become possible, each panel should serve only limited areas, and it is not allowed to reach another area other than the stand.
- The electric panel board of the stand must have:

- appropriate wiring according to the installed load;
- all pole circuit breaker, according to the required load;
- differential protection relay with high sensitivity (30 mA) and instant power cut in case of ground connection problems;

Note: This device could eventually act as differential protection relay

- Automatic circuit breaker for the protection of all output circuits.
11. The distribution of electricity from the panel board in the Exhibitors' stand leading to the energy using equipments must make use of double insulated wires and protective ground circuit. It is strictly prohibited to use flexible conductors with single insulation (FV), or light-duty sheathed cables (VVD, FDF, etc.) or type V conductors, installed in sight. In addition to the above-mentioned restrictions, all the provisions in paragraph 5.3.1 of the R.S.I.U.E.E must be observed.
  12. After finishing the electrical installation of the stand, the Exhibitor must request the FIL\* an inspection of the installation for approval and, if granted, will receive power supply.
  13. In case the electricity use of the Exhibitor's stand exceeds the amount requested, causing the circuit to break, the Organizer might charge a connection fee to reset the power supply.
  14. The Exhibitor must take appropriate measures to ensure easy access of licensed staff from the Exponor, to the connection point between the stand electrical installation and the permanent energy infrastructures.
  15. The Exhibitor's electrical installation may be inspected, at any time, by properly authorized staff of the FIL\*. If safety conditions are not satisfactory, or if there has been unauthorized changes, electricity supply to the stand might be cut. In this case, the Exhibitors may, after the appropriate modifications to its installation, request a new connection, which can only be authorized after the inspection of the electrical installation in the stand and the payment of a fee for new connection.
  16. The damage to the electrical infrastructures not belonging to the Exhibitors will be the Exhibitors responsibility that must proceed with the immediate payment of the repair costs.
  17. It is compulsory to use a flame retardant cable with double insulated mechanics (type PP). The stand is equipped with a ground wire.
  18. The Organizer accepts no liability for accidents, loss or damage resulting from:
    - Electrical power cuts occurred in the public electricity distribution of EDP (Portuguese Energy Company).
    - Variations in tension originating from EDP, as well as overloads of atmospheric origin or another.
  19. The use of parallel wiring in electrical installations is strictly forbidden.

## 2.17 Water

The water supply will depend on the location of the stand and its intended purpose. Its cost is defined in a specific form that can be requested directly to FIL.

## 2.18 Parking

1. The Organizer does not provide any kind of credential that allows free parking. Both exhibitors and participants must pay all entry / exit of the parking lot.
2. Exhibitors may acquire credentials for a period equivalent to the days of the event, using FORM FIL.

## 2.19 Communications (Telephone, Internet, Fax)

The Exhibitor may request the installation of an Internet connection, land or fax line, with terms and conditions defined in FORM FIL.

Communication services are the direct responsibility of the FIL\*.

## 2.20 Guide to Expodentária

1. The Organizer has the exclusive right over the online Guide to Expodentária 2019.
2. The Organizer edits the online Guide to Expodentária, with commercial information of all Exhibitors present, with an Index of Products and Services and the location of the stands. Corrections and comments to the information provided are the responsibility of each exhibitor.
3. Each exhibitor may identify up to a maximum of 5 (five) items for the classification of products by completing the information on the Exhibitor's platform on OMD's website.

## LIABILITY

### 2.21 Liability and Insurance

1. Even though the Organizer takes all the precautions necessary to protect the items on display, these are considered to be always under the responsibility of the Exhibitor.
2. Any damages that may occur to the Exhibitors, their staff or their products, whatever their nature or the circumstances in which they occur, including fire or theft, are the sole responsibility of the exhibitor or participant.
3. The Exhibitors and participants in the Exhibition are responsible for any damages they cause, directly or indirectly, in the hall, stands or products of other Exhibitors.
4. According to the preceding paragraph, Exhibitors and participants must return, after the end of the Exhibition, the stands and their floors in the same condition as they received them, except for the normal wear and tear. If this does not occur, the Organizer will make the necessary repairs and charge the cost to the occupant of the damaged stand.
5. The settlement costs charged in accordance with the preceding paragraph will be deducted from the security deposit given, where applicable.
6. According to the above-mentioned points, when the Exhibitors receive their spaces, they must report to the Organizer any damages already existing, in order to exempt them from blame later on. Not communicating existing damages implies acceptance that the stand allocated is in regular condition.
7. It is the Exhibitors' responsibility the surveillance of their own stands, the safety of materials and products before, during and after the end of the Exhibition.
8. It is mandatory for Exhibitors to transfer to insurance companies the liability for damages caused during set up and tear down and the normal functioning of the stand during the event.
9. In the absence of insurance or insufficient coverage for the damage indicated in the preceding paragraph, the Exhibitor will be responsible for the payment of the compensation of such damages, whether permanent or temporary, to the Organizer and / or third parties.
10. The Organizer is not responsible for any harm, damage, loss or theft of products, materials or equipments displayed or used by the Exhibitors, or by companies they hired, in the area of their stand.

11. The Organizer is not responsible for business relations developed between Exhibitors and Attendees.
12. The Exhibitors are responsible for any and every situation that occurs in the area of their stand, even if caused by companies hired by themselves or by third parties.

## INVITATIONS, PARALLEL ACTIVITIES, NOISE AND IDENTIFICATION

### 2.22 Invitations

1. The Organizer offers the Exhibitors invitations for the event, in an amount proportional to the area of their stand, to be replaced by special badges during the event:

STAND AREA	NUMBER OF INVITATIONS
Up to 36m <sup>2</sup>	30
From 37 to 54m <sup>2</sup>	40
From 55 to 108m <sup>2</sup>	50
Over 108m <sup>2</sup>	60
Sponsors	100

2. We will only accept original invitations stamped and / or identified by the Exhibitor Company.

NOTE: Additional invitations will not be available.

### 2.23 Parallel Activities

1. Debates, lectures and other parallel activities may be organized within the respective stand.
2. Regarding the above-described activities, no additional monetary amount can be charged to the participants, other than the required amount for registration purposes at the Expodentária.
3. The content and profile of the activity must be submitted to the Organizer by 22<sup>nd</sup> September each year and will be subject to the approval by the Organizing Committee.
4. It is strictly forbidden to carry out any activity or demonstration involving interventions in people, whether it's a clinical intervention or not. The emission of ionizing radiation is also forbidden throughout the area of the event, under penalty of civil and criminal liability, which is presumed attributable to the owner of Stand.
5. Subject to the provisions of the preceding paragraph, the Exhibitor may, under the scope of the parallel activity regulated herein, opt for alternative means of practical demonstration with non human resources when experimenting or demonstrating techniques or materials.
6. Any illicit intervention in patients will always be, in any case, the sole and exclusive responsibility of the author of those acts.
7. Lectures on technical products of the exhibiting companies and theoretical demonstrations may not exceed the time limit of 45 minutes per presentation, and the Organizer must be previously informed.

### 2.24 Inconvenient Noises

1. Any sound amplification systems inside the stands are forbidden, as are all inconvenient noises that might disturb the proper functioning of the Exhibition.
2. It is forbidden to organize any artistic presentation, shows or some equivalent activities inside the stands.
3. Special situations will be reviewed individually by the Organizing Committee and, when appropriate, approved in writing.

### 2.25 Sound and Background Music

1. Every sound produced in the stand by audio-visual recorders, radios or other equipment must not exceed a volume of 60 decibels. It is strictly prohibited to use sound amplifiers for advertising messages of products displayed or other promotions. The organizer may at any time request the person responsible for the stand to turn off the equipments.

### 2.26 Identification Badges

1. Letters of validation  
Validation letters grant an Exhibitor the right to begin to work on the set up of the stand and will only be available after the full payment of all due amounts.
2. Exhibitor cards  
The Exhibitor cards, which are personal and non-transferable, will be valid for the duration of the Exhibition and are intended for personnel working in the stands.  
The Exhibitor cards are given in proportion to the area occupied, according to what is established on the Exhibitor's platform on OMD's website: [www.omd.pt](http://www.omd.pt)
3. Professional attendee card  
These cards are intended for professional attendees and may be used during all three days of the Trade Show. They can be purchased at the visitors counter by 15€.
4. Offences  
All admission cards are strictly personal and non-transferable and, therefore, the violation of this rule will result in the apprehension of the card, without the right to compensation or to new cards.

## ADVERTISING SUPPORT

### 2.27 Advertising

1. The Exhibitors must limit their activity to their space. Only there, are they allowed to advertise their products.
2. The advertising outside the stands, sound, films and television advertisements, are exclusive to the Organizer, or must be previously authorized.
3. The Organizer will advertise the Exhibition, as it deems convenient, using the appropriate media.
4. It is an exclusive right of the Organizer the right to film, televise, photograph or reproduce by any means the facilities and perspectives of the Exhibition.
5. The Organizer holds the right to take photographs, draw sketches and film the items displayed for documentation purposes of advertising.
6. If an Exhibitor wishes to use other photographers, this request must be submitted in writing to the Organizer at least one week before the Exhibition.

7. The advertising contents used by the Exhibitors within the scope of the exhibition, are their sole responsibility, regardless of the fact that the referred contents may or may not have been authorized by the Organizer.
8. The Exhibitors who wish to carry out promotional lots of their goods or of services supplied or provided, must comply with the laws in force.
9. The drawing of lots held by the Exhibitors, as well as the compliance with sectoral laws in force are the sole responsibility of the exhibitor promoting these initiatives.

### **2.28 Giveaways**

1. The Exhibitors may, only inside their stand, distribute gifts to all visitors, given that these gifts are expressly linked to their name and / or their products.
2. This promotion should be compatible with the dimensions of the stand, in order to avoid the formation of queues or crowds.
3. It is strictly forbidden to hand out leaflets in public areas of the Exhibition and circulating in the areas of the FIL\*, without prior authorization from the Organizer and payment of the respective fee. The authorization request must be in writing, using Form No. 1 sent before 03/10/2019.

## **STANDARDS FOR CONSTRUCTION OF STANDS**

### **2.29 Location**

The distribution of stands, as well as their location, is the responsibility of the Organizer.

### **2.30 Changing the location**

1. In the best interest of the Exhibition, the Organizer may freely change the location, size or layout of a stand, without paying a compulsory compensation, except as stated in the following paragraphs.
2. When, in accordance with the preceding paragraph, the Exhibitors' area is reduced, they are entitled to receive the share of the rate corresponding to the unit that has been removed.
3. When, in order to improve the general layout of the Exhibition, there is the need to increase the space allocated to an exhibitor, the Exhibitor will only pay the difference voluntarily.

### **2.31 Stand Size**

1. The basic stand will have 9m<sup>2</sup> (3x3m). Each stand can occupy an area of multiples of the basic stand.
2. The area of each stand will be properly marked on the floor of the pavilion.

### **2.32 Hiring a Company to set up the Stand**

1. It is a free choice of each Exhibitor the hiring of a specialist company to set up the stand.
2. The set up company will only have access to the area of the stand if the specific FORMS, the presentation of the project and payment of all relevant fees have been sent before the deadline.
3. The hiring of a specialized company for the set up, decoration, maintenance and tear down of the stand is an autonomous decision and does not release the Exhibitor from being responsible for the full compliance with the terms and conditions of this Regulation, as well as contractual obligations.

### 2.33 Building and Paving

1. Nothing may be attached or painted on the concrete floor of the pavilions, as well as on its walls. The Exhibitors may cover the floor of the stands with materials of their choice. However, it is forbidden to use any type of glue to fix carpets, or other coatings, whether applied directly on the floor or by strips stickers.
2. It is forbidden to hang anything from the roof structure of the pavilions, as well as from the distribution networks for water, electricity and heating. It is also forbidden to damage walls, ceilings and floors.
3. Since it is not allowed to build the stands inside the Exhibition area, construction of stands should consist only of the assembly of the components previously designed and built.

### 2.34 Normal Stand and Special Stand

Special stands are subject to special rule and are the buildings that do not conform strictly to the standard features set herein. Nevertheless, special stands are still subject to the general rules applied to all types of stands, regardless of their nature.

### 2.35 Mandatory set up items – Normal Stand set up

1. The Exhibitor may require the construction of the normal stand, with the characteristics and conditions set out in FORM FIL until 20/10/2019;
2. When limiting the area on the pavilion's floor by using carpet, plants or wooden floor, or any kind of material to cover the floor, they must be placed solely with double-sided tape;  
All stands with raised floor height is 7cm must have a ramp facilitating the mobility of disabled people, with at least 90cm wide and 8 degrees inclination;  
It is forbidden to use glue to attach the carpet or any other material;
3. Lighting in the stand;
4. Partition walls 2.50 meters tall when neighbours are adjacent;
5. Identification on the front part of the stand;
6. Points of electricity;
7. The materials and construction should have the proper finish, whichever the angle of vision.

### 2.36 Stand Standards

The stands cannot have lower standards than the ones set out above.

### 2.37 Maximum Height, Mandatory Setbacks

1. The maximum height for the stand without setback is 2.5 meters, with a good finish in the internal and external parts.
2. If the stand exceeds the maximum height, the exhibitors must finish the side (s) and bottom (s) with the adjoining stand (s), and follow the following table regarding to the minimum setback.

MAXIMUM HEIGHT (from the floor of the pavilion)	MINIMUM SETBACK (from the hired space to the adjoining neighbour)
Up to 2,5 m	0,00 m
Up to 3,5 m	0,50 m
Up to 5,0 m	1,00 m

### 2.38 Construction of taller stands (2<sup>nd</sup> floor)

1. To build a taller stand, including a first floor to complement the ground floor, the Exhibitor must send a request to the Organizer by October 4<sup>th</sup> each year, in order to obtain permission.
2. Notwithstanding the preceding paragraph, the second floor cannot exceed a maximum of 50% of the total linear length of each side of the stand.
3. In order to obtain acceptance of the conditions stated in the preceding paragraph, the Exhibitor must make proof of the existence of multi-risk insurance, especially referring to the stand.
4. The authorization granted by the Organizer, means an increase of 50% in the total reservation cost.
5. If a security deposit is required, its minimum value is calculated based upon the contents of the preceding paragraph.

### 2.39 Required Documents and Procedures

1. All stands must proceed according to the following rules:
  - 1.1. Presentation of the Stand's Project.
  - 1.2. Exhibitors must submit on the Exhibitor's Platform, by 03/10/2019\*, the full draft project of construction and decoration of their stands, without which set up will not be allowed.
  - 1.3. It is the responsibility of the exhibitor to make sure that the stand's project was prepared under the supervision and with the participation of a responsible technician.
  - 1.4. The Exhibitor and the set up company must present the project of the stand for analysis, with floor plan, front elevation and side elevation with the respective heights.
  - 1.5. The project submitted for analysis will receive via email a quick reply. If the exhibitor does not receive a response until the 10<sup>th</sup> business day after having sent it, must get in touch via the e-mail [expodentariaportugal@omd.pt](mailto:expodentariaportugal@omd.pt), in order to verify the existence of any communication problems that might have occurred.
  - 1.6. Even after review, the Organizer holds the right to, at any time, require changes in the project, in order to conform the set up with the rules in this Guidebook / Regulation of the event, given that the project can not be changed after its approval without informing the Organizer and obtaining consent.
2. Deadline for the submission of the Stand's project: 03/10/2019.
3. Failure to follow these rules within the stipulated timeline, frees the Organizer from its duty to conduct the abovementioned review and access to the leased area will be forbidden.

### 2.40 Additional Procedures Required for Special Stands

All stands that do not fulfil the conditions in MANDATORY SET UP ITEMS – NORMAL STAND SET UP, or exceed 18 m<sup>2</sup>, should proceed in accordance with rules set out in 2.38 and also to the following ones:

1. Special Norms  
Special stand projects shall submit detailed specification of the characteristics together with the



stand project for approval.

Without the submittal of the declaration of compliance the project will not be analysed, thus compromising the application and participation in the exhibition.

## 2.41 Non-compliance

Paragraph 2.44 of the present Regulation is also applicable to special stands.

## 2.42 Dismantling

1. The dismantling should respect the following schedule:  
16<sup>th</sup> November, 2019 (20h00 – 24h00)\*:  
Exclusively for exhibitors to remove their portable equipments and valuables.  
17<sup>th</sup>, 18<sup>th</sup> November 2019\* (8h00 – 18h00) at the latest:  
It is the exhibitors' responsibility to tear down their stands and remove the products and equipments, and leave their occupied areas clean, respecting the timeline and conditions stipulated herein.
2. The dismantling and the repair of any damages caused in the pavilion may not exceed the period mentioned in the previous paragraph.
3. After this period, the Organizer will remove and store any materials remaining in the stands.
4. The costs of tear down, transporting and storing the above mentioned materials are the Exhibitors responsibility, as are the damages that may occur due to theft or deterioration of these materials or products.
5. For the set up and tear down of heavy equipment, the Exhibitors must use the forklifts that the Organizer provides and will be charged a fee.

## 2.43 General provisions

1. The decor and lighting inside the stands and the storage of the products are the responsibility of the exhibitor, under the supervision of the Organizer.
2. The decor and structure of the stands may not, without prior authorization:
  - a) Impair the visibility of adjoining stands;
  - b) Exceed a height of 2.50 m;
  - c) Plan to build or use of two or more floors;
  - d) Exceed the limits of their area;
  - e) Use of flashing or animated motion neon signs and sound equipment that may be inconvenient to other stands.
3. The Organizer may have to change the dimensions of signs and symbols that do not comply with measures set out in the draft project, as well as the decoration that were not made accordingly.
4. The Organizer may, at any time, prohibit or remove the stand products considered deficient, dangerous, detrimental or incompatible with the objectives and / or the scope of the Exhibition.
5. All the set up operation must be carried out exclusively within the confines of the rented area.
6. If the space reserved by the Exhibitor is not occupied 24 hours before the opening of the Exhibition, the Organizer will be entitled to use it.

## 2.44 Infringements

1. In case of violation of the rules regarding the construction and decoration of stands, the Organizer may take any action it deems appropriate, including ordering the closure of the stand.
2. Failure to comply with the rules regarding the construction and decoration of stand under the provisions of the present regulation, in particular in paragraphs 2.29 and following, the typical compensatory effect constitutes the impossibility of participating in the Expodentária event immediately following the occurrence by the Exhibitor at fault or its agents regardless of the contractual relation.

## FINAL PROVISIONS

### 2.45 Product Import

The laws in force regulate the temporary import of products to be displayed at the Exhibition and it is the sole responsibility of the exhibitor.

### 2.46 Retention of displayed materials

1. If the Exhibitors do not fulfil their commitments with the Organizer, the Organizer will have a lien for materials and products displayed by the exhibitor during the Exhibition, which will be returned only after the complete fulfilment of the obligations assumed.
2. The above-mentioned materials or products may be stored according to the terms and conditions defined in this regulation.

### 2.47 Violation of the regulation

1. In the event of violation of this regulation, the Organizer may take whatever action it deems necessary, including cancellation of the rights of the Exhibitor, which may not claim any compensation or reimbursement of amounts paid.
2. If the Organizer considers the violation serious and detects it during the Exhibition, it may order the closure of the stand and even temporarily prevent the offender from participating in future Exhibitions.

### 2.48 Jurisdiction

Any dispute between the Organizer and the Exhibitors arising from the application of this regulation shall be the responsibility of the District of Porto.

### 2.49 Subsidiary rule

Regarding all other aspects not specifically covered in this regulation, the specific regulations of the Exhibition venue will apply.

# 2019 EXPODENTÁRIA FORMS

FORMULÁRIOS DA  
EXPODENTÁRIA 2019

# FORM 1 | EXPODENTARIA

FIL | LISBOA | 14, 15 E 16 DE NOVEMBER 2019



To be completed by the Organization

Stand n<sup>o</sup>

Date

Name of the Company

Name to be included in the Exponentaria Guide\*

For easier identification by the participants, please use the same name as in the Stand.

Tax no.           Person in charge

Address\*

Zip code\*  -

City\*           Country\*

Phone\*       Mobil phone       Fax\*

E-mail\*

Website\*

The data marked with an asterik (\*) will be included in the Exponentaria Guide free of charge.

## 01 STAND RESERVATION

No of Units  Total cost €

Note: See criteria for allocation of spaces, point 2.10, alinea 4, page 15.

## 02 PROMOS IN THE PARTICIPANTS FOLDERS

Promotional material may be included in the folders, thus reaching all the participants.

No. of brochures  Cost per brochure € 2000 Total cost €

## 03 SAMPLES IN THE PARTICIPANTS FOLDERS

The exhibitors may, for a token price, include free samples of their products in all the participants folders for them to try.

€ 1250

## 04 CIRCULATING HOST(ESS)

A host or hostess walking through the aisles of Exponentaria will be able to advertise the exhibitors products (no amplifying devices allowed - project to be submitted to the organization for approval).

Day 3 days No. of promoters 2 (maximum) Cost per promoter € 1500 Total cost €

**05 FINAL COST**

01   Total price of stand units reserved	€
02   Promos in the participants folders	€
03   Samples in the participants folders	€
04   Circulating host(ess)	€
<b>TOTAL</b>	€

**06 PAYMENT METHODS**

Total paid up with reservation

50% at reservation €  and 50% up to 17/10/2019

**07 OMD BANK DATA FOR PAYMENT BY SWIFT**

Banco: BPI  
NIB: 0010 0000 50531040001 93  
IBAN: PT50 0010 0000 5053 1040 0019 3  
Swift Code: BBPIPTPL

**08 SEND FORM TO:**

Ordem dos Médicos Dentistas  
Maria do Céu Paz  
**expodontariaportugal@omd.pt**  
Av. Dr. Antunes Guimarães, 463 | 4100-080 Porto | Portugal  
Telefone +351 226 197 690 | Fax +351 226 197 699

**09 THIS FORM HAS BEEN FILLED IN BY**

Name

Position in the company

Signature:  Date

I do not wish to be contacted by stand rental firms

**10 Obs.:**

- This form is compulsory and an integrant part of the application for exhibition space at Expodentária.
- Failure to send the form duly filled does not hold the Organizer responsible for any omissions therein.
- These forms exclusively reflect the interest of the applicant and not a decision of the Organizer, who holds the right to admit or refuse admittance in accordance with the provisions of the Guidebook in force.

# FIL FORMS

(AVAILABLE SOON)

FORMULÁRIOS FIL