



# EXHIBITOR & SPONSOR BROCHURE

LIPEDEMA WORLD CONGRESS | October 5 – 7, 2023 | Potsdam  
[www.lipedema-world-congress.com](http://www.lipedema-world-congress.com)



LIPEDEMA  
WORLD  
CONGRESS  
OCTOBER 5-7, 2023 | POTSDAM/BERLIN

# WELCOME TO POTSDAM IN OCTOBER 2023!

## Dear Colleagues and Friends,

We are very excited to welcome you to the first World Congress on Lipedema in Potsdam, Germany from October 5-7, 2023, and are counting on you to share your latest knowledge, experiences, and ideas. Our common goal is to benefit from first-hand, high-class education, network, and learn from world-renowned experts about the latest science and best practices in the management of lipedema.

This Lipedema World Congress is designed to bring together a broad spectrum of healthcare professionals, including lymphologists, plastic surgeons, angiologists, phlebologists, nutritionists, dermatologists, physical therapists, bariatric and metabolic specialists, and radiologists as well as representatives of patient associations from around the world to share experiences and expertise on an international high class level and to reflect on how best to incorporate these insights into education and clinical practice.

Gather with your peers from across the globe to learn the latest science and best practices in treating lipedema. Network with medical practitioners from each continent to broaden your perspective on this disease and improve your practice through an international exchange of ideas.

### The program includes:

- Update on basic science on lipedema
- Modern diagnostic methods for lipedema
- Conservative treatment of lipedema - what are the options?
- Nutrition in lipedema - science or fiction?
- Surgical treatment of lipedema
- Psychological aspects in lipedema
- Comorbidities of lipedema

Potsdam, the city of famous architects and regents, will fascinate you with its rich culture, parks and history in a magnificent dimension - right at the gates of the German capital Berlin. The city is known worldwide especially for its historical heritage as the residence of the German emperors.

Join us for three exciting days of sharing the dynamics and engagement of the global science community and moving forward together.

We look forward to welcoming you to Potsdam in October 2023.



**Mojtaba Ghods, MD, PhD**

Congress President  
Potsdam, Germany



**Karen L. Herbst, MD, PhD**

Co-Congress President  
Los Angeles, United States



**Sandro Michelini, MD**

Co-Congress President  
Marino, Italy



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## TOPICS | OCTOBER 5 - 7, 2023

- Surgical treatment of lipedema
- Update on basic science about lipedema
- Modern diagnostic tools in lipedema
- Conservative treatment of lipedema - What are the options?
- Nutrition in lipedema - science or fiction?
- Psychological aspects in lipedema
- Comorbidities of lipedema

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## FACTS & FIGURES

### AUDIENCE:

- Plastic Surgeons
- Lymphologists
- Angiologists
- Phlebologists
- Dermatologists
- Physical Therapists
- Radiologists
- Healthcare Professionals
- Nutritionists
- Bariatric and Metabolic Specialists

**OVER 400**  
PARTICIPANTS ARE EXPECTED!





## CONGRESS VENUE

### Kongresshotel Potsdam

Am Luftschiffhafen 1

14471 Potsdam

Phone: +49- (0) 331 9070

All educational sessions will be held at the Kongress Hotel, Potsdam.

Exhibitors will be very well placed all on one floor at the hotel. Coffee breaks and the Welcome Reception will be held in the same area.

**Register now – Exhibit space assignment will be on a first-come, first-served basis!**

The floor plan will be customized according to the final booth sizes of all exhibitors.



## EXHIBITION SCHEDULE



### **MOVE IN & SET UP**

**Wednesday, October 4**

1:00 pm - 08:00 pm



### **EXPECTED EXHIBIT HALL TIMES**

**October, 5-7, 2023**

**Thursday, October 5,**

9:00 am - 6:00 pm

**Friday, October 6,**

9:00 am - 6:00 pm

**Saturday, October 7,**

9:00 am - 5:00 pm



### **DISMANTLING & MOVE OUT**

**Saturday, October 7**

**after the meeting**

6:00 pm

## BOOTH ASSIGNMENTS

Our exhibits will be located on the same floor as the main meeting room. Coffee breaks and the Welcome Reception will be held in the same area. Exhibit space will be assigned on a first come, first-served basis. Sponsors will have prominent placement and all other booths will be assigned upon receipt of registration form and

payment. The final exhibit floor plan is subject to change at the Planning Committee's discretion. Each exhibitor must name one person to be its representative in connection with installation, operation and removal of the firm's exhibit.

## EVALUATION OF SPACE APPLICATION FORMS

To maximize the educational value of the technical exhibits, the Planning Committee will review all exhibit space applications to determine if they satisfy certain criteria. To make these determinations, a list of the products or services proposed for exhibition and adequate supporting data must be provided if requested. The Planning

Committee reserves the right to accept or refuse any space sale if the company's participation is contrary to the Planning Committee or Congress interests. Permission to exhibit does not constitute in any way the Planning Committee endorsement or approval of the exhibited products or services.





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## APPLICATION PROCEDURE

- No requests for exhibit space will be accepted via telephone without a confirmation by email or fax.
- No application form will be accepted without the required payment.
- All space assignments are subject to continued compliance with the products or services proposed for exhibition and the basic criteria established for technical exhibits. If at any time a product or service for which a space application has been accepted fails to conform to the basic criteria, the Planning Committee may revoke its acceptance of the application and all exhibit space rental fees paid to date by the applicant may be refunded in accordance with the refund policy, and the Planning Committee shall have no further liability to the applicant with respect to the proposed exhibition.
- Applications from companies that have outstanding balances owed to the Planning Committee, its contractors, or vendors will not be processed without full payment of unpaid accounts.

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## ASSIGNMENT PROCEDURE

**The Planning Committee will allocate booth space on a priority basis as follows:**

- Sponsors and previous sponsoring companies.
- The date of receipt of the Application Form, with the appropriate deposit (first-come, first-served basis).
- If exhibit space for the Congress 2023 is sold out, companies will automatically be placed on a waiting list. As long as space is available, the Planning Committee will continue to make space assignments. All space assignments are subject to the cancelation policy deadlines, regardless of the date space was assigned.

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## LANGUAGE

The official language of the congress is English. No simultaneous translation will be provided.

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## HOTEL

All Room Allotments will be available on the website by January 15, 2023:

[www.lipedema-world-congress.com](http://www.lipedema-world-congress.com)





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## EXHIBIT FEES INCLUDE

- Exhibit space
- The indicated number of exhibitor badges
- Inclusion of company name on the congress website: [www.lipedema-world-congress.com](http://www.lipedema-world-congress.com)
- Right to brand booth space and show products and services.
- Exhibitor badges reserved for exhibiting companies' representatives: granting four-day access to exhibition area and coffee/lunch breaks. **These badges may not be used to invite doctors and distributors.**
- Use of the booth space during the exhibition and during set-up and dismantling.

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## PAYMENT SCHEDULE

The Planning Committee will allocate booth space on a priority basis as follows:

Payment of 100% on booking. All payments must be made in full 14 days after the receipt of the invoice. No exhibitor will be permitted access to the exhibit hall without full payment of all fees. The Congress Management Team is not responsible for bank fees payable for wire transfers. Please ensure that all bank fees are added into the transfer amounts.

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## SPONSORSHIP OR BOOTH CANCELLATIONS & SPACE REDUCTIONS

Notice of cancellation or requests for space reductions must be made in writing to the Exhibit Coordinator and received by the deadlines noted below to initiate a refund. All refunds are subject to a 20% handling fee.

By January 15th, 2023 – 100% refund

By May 15th, 2023 – 50% refund

After May 15th, 2023 – no refund

In the unlikely event of a requirement to postpone the Congress due to decisions by the German authorities relating directly to Pandemic or COVID-19 regulations, The Planning Committee agrees to transfer any pre-paid booth fees to equivalent activities at the replacement equivalent event. Refunds will be considered if such replacement opportunity is not made available.

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## TERMS AND CONDITIONS

The specific terms and conditions of sponsoring or exhibiting are included in this prospectus. Please note that the signature of the Sponsor / Exhibitor Application Form indicates acceptance of these terms and conditions.





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## BADGES

Under no circumstances may an exhibiting company re-sell any badges (both delegate and staff passes) that they have purchased or that are included within their sponsorship package. Failure to comply will result in the removal of the delegate or staff member from the congress. Badge holders are entitled to access the entire exhibition area and the meeting rooms, if space in the meeting rooms allows.

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## TECHNICAL MANUAL

The Technical Manual will be available in July 2023. It includes, electricity, wifi orders, etc.

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## DOCUMENTATION REQUIRED TO TRAVEL TO GERMANY

It is the responsibility of each person attending the Congress to obtain a visa, if required, to travel to Germany.

We recommend that you apply for your visa early, if required. The Planning Committee is not responsible for arranging visas and has no influence over their issuance. However, should you need an official invitation letter for visa application purposes, you may contact Congress staff who will provide a letter for you. You must

include your name and address exactly as this information appears in your passport and send an email requesting an invitation letter.

No exhibit or registration fee refunds will be issued for cancellation or non-attendance due to failure to obtain a visa. The Planning Committee cannot be held responsible for any inconvenience resulting from nonobservance or non-compliance with German laws, rules and regulations related to visitor entry.







## ALL EXHIBIT FEES INCLUDE

- Minimum Exhibit Space – 6 sqm
- Two Exhibitor Badges per 6 sqm
- Each additional Representative - € 300
- Welcome Reception for all Reps

<input type="checkbox"/>	6 square meter (sqm) Exhibit Space	€ 3,000
<input type="checkbox"/>	12 square meter (sqm) Exhibit Space	€ 6,000
<input type="checkbox"/>	18 square meter (sqm) Exhibit Space	€ 9,000
<input type="checkbox"/>	24 square meter (sqm) Exhibit Space	€ 12,000

We offer corporations a wide range of sponsorship opportunities. All sponsors will be acknowledged on the congress website and in the Congress Program Book. Sponsorship opportunities are assigned on a first-come, first-served basis (limited availability).

If you are interested in a customized booth, please contact us: [congress@bb-mc.com](mailto:congress@bb-mc.com)

## CREATE YOUR OWN SPONSORSHIP

### BRONZE SPONSOR

Total booth cost plus sponsorship items totaling at least **€ 7,000**

Minimum booking of 6 square meter space plus at least one sponsorship item from page 11.

### GOLD SPONSOR

Total booth cost plus sponsorship items totaling at least **€ 15,000**

Minimum booking of a 12 square meter space plus at least two sponsorship items from page 11.

### SILVER SPONSOR

Total booth cost plus sponsorship items totaling at least **€ 10,000**

Minimum booking of a 6 square meter space plus at least one sponsorship item from page 11.

### PLATINUM SPONSOR

Total booth cost plus sponsorship items totaling at least **€ 20,000**

Minimum booking of a 12 square meter space or Customized booth plus at least three sponsorship items from page 11.

## EVERY SPONSORSHIP PACKAGE INCLUDES THE FOLLOWING:

Company logo, website URL, 80-word profile on congress website and logo in promotional materials (where feasible).

Please make your booking selection on the next page.



## SPONSORSHIP OPPORTUNITIES

### FOOD & BEVERAGE

#### WELCOME RECEPTION - OCTOBER 5, 2023, EXHIBITION AREA

€ 2,500

Catering station near your booth at the Welcome Reception in the exhibition area. A selection of food and drink sponsorship packages will be presented to you three months before the Congress.

### EDUCATIONAL

#### LUNCH SYMPOSIUM (NOT CME ACCREDITED)

€ 4,000

Program (60 min) subject to the approval of the Planning Committee. Includes: room rental, standard AV. Congress buffet lunch is included.

#### MEET THE EXPERT BREAKFAST SYMPOSIUM (NOT CME ACCREDITED)

€ 3,500

Become an exclusive sponsor of one of our small-group sessions in which an expert in the field of lipedema leads an informal discussion on a single topic. The topics are defined in advance by the Planning Committee. Sessions are planned on October 6 and 7 from 7:30 – 8:30 am.

Includes: room rental, standard AV. No catering is included

### COMPANY PROMOTION

#### COMPANY COMMERCIAL ON THE SCREEN

€ 1,500

60 sec. commercial video shown during breaks in the main meeting room – two times a day for three days.

#### CONGRESS BAGS INCL. PENS AND NOTEPADS

EXCLUSIVE

€ 2,500

Company sponsor will be identified by imprint of their logo. Congress bags incl. pens and notepads are provided by the Sponsor.

#### NAME BADGE HOLDERS

EXCLUSIVE

€ 2,500

Imprinted badge holders include repeating company logo on the attached lanyard. Name badge style is at Plannings Committee's discretion. Name badge holders are provided by the Sponsor.

#### CONGRESS BAG INSERTS (COST IS PER INSERT)

€ 500

Expand your company's marketing opportunities by providing inserts for the congress bags. An insert can be a flyer, brochure, or gift promoting your company product or service. All inserts are subject to Planning Committee approval.

### DIGITAL MARKETING OPPORTUNITIES

#### E-MAIL BLASTS

- Promotion of maximum 100 words integrated in one of the congress e-mail blasts before the Congress
- Banner promotion integrated in one of the congress e-mail blasts before the Congress

€ 900

€ 900

#### BANNER PROMOTION IN CONFIRMATION EMAILS TO REGISTRANTS

EXCLUSIVE

€ 1,800

Every participant will receive an e-mail to confirm their Congress registration. A banner ad featuring your company will be included in each confirmation.



## BOOKING FORM

BOOKING	PRICE	CHECK	AMOUNT
<b>BOOTH SPACE</b>			
6 square meter (sqm) Exhibit Booth Space	€ 3,000	<input type="checkbox"/>	
12 square meter (sqm) Exhibit Booth Space	€ 6,000	<input type="checkbox"/>	
18 square meter (sqm) Exhibit Booth Space	€ 9,000	<input type="checkbox"/>	
24 square meter (sqm) Exhibit Booth Space	€ 12,000	<input type="checkbox"/>	
Additional Exhibitor Badge (3 days) Quantity: <input type="text"/>	€ 300	<input type="checkbox"/>	
<b>FOOD &amp; BEVERAGE</b>			
Welcome Reception in the Exhibition Area	€2,500	<input type="checkbox"/>	
<b>EDUCATIONAL</b>			
Lunch Symposium	€ 4,000	<input type="checkbox"/>	
Meet the Expert Breakfast Symposium	€ 3,500	<input type="checkbox"/>	
<b>COMPANY PROMOTION</b>			
Company Commercial on the screen	€ 1,500	<input type="checkbox"/>	
Congress Bags, Pens and Notepads	€ 2,500	<input type="checkbox"/>	
Namebadge holders	€ 2,500	<input type="checkbox"/>	
Congress Inserts	€ 500	<input type="checkbox"/>	
<b>DIGITAL MARKETING OPPORTUNITIES</b>			
Promotion of maximum 100 words integrated in one of the congress e-mail blasts before the Congress	€ 900	<input type="checkbox"/>	
Banner promotion integrated in one of the congress e-mail blasts before the Congress	€ 900	<input type="checkbox"/>	
Banner Promotion in confirmation emails to registrants - <b>EXCLUSIVE</b>	€ 1,800	<input type="checkbox"/>	
<b>TOTAL AMOUNT</b>			





## APPLICATION FOR EXHIBIT SPACE & SPONSORSHIP OPPORTUNITIES

### COMPANY DATA

**MAILING ADDRESS** of the person to receive all exhibit-related information

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone with country code: \_\_\_\_\_ Fax with country code: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Exhibitor Authorized Representative: \_\_\_\_\_

Company name as it should appear on the website/program: \_\_\_\_\_

VAT number (EU only): \_\_\_\_\_

### INVOICE ADDRESS

☐ **SAME AS MAILING ADDRESS**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone with country code: \_\_\_\_\_ Fax with country code: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_



## APPLICATION FOR EXHIBIT SPACE & SPONSORSHIP OPPORTUNITIES

**PAYMENT DETAILS** – Prices quoted in €.

- ☐ I agree to send payments as defined:  
100% of the payment is due upon registration.

### Terms and Conditions

The specific terms and conditions of sponsoring or exhibiting are included in this prospectus. Please note that signature of the Sponsor / Exhibitor Application Form indicates acceptance of these terms and conditions.

Authorization - This application cannot be accepted without the signature of an authorized agent of the exhibitor.

- ☐ I am authorized to sign documents on behalf of the organization and acknowledge that the organization will pay all costs as detailed on this application and follow the guidelines and policies as listed in this prospectus.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date of Application: \_\_\_\_\_

By signing, you authorize the Planning Committee and boeld communication GmbH to use and reproduce your contact information for purposes of communication related to the 2023 Lipedema World Congress and other information distributed to you before and after the event.



## TERMS & CONDITIONS

1. In case of failure to comply with these terms, the Program Committee shall have the right to resell the space, or to remove the exhibitor from the assigned space. All fees paid by the exhibitor shall be forfeited. If the exhibitor fails to occupy the assigned space by the advertised opening time of the exhibit hall, the Program Committee is authorized to reassign the space in such manner as they may deem in the best interests of the exhibition without refund to said exhibitor and without releasing the exhibitor from any liability hereunder.
2. No exhibitor shall erect any obstruction that in the sole opinion of the Program Committee shall interfere with an adjoining exhibitor. No exhibit element shall extend beyond the boundaries or height restriction of the assigned exhibit space.
3. The Program Committee does not permit any booth sharing without explicit prior permission in writing. No booth space may be sublet. The Exhibitor shall be the producer of all products and/or services displayed in their booth. No exhibitor shall display any advertisement for goods manufactured and/or sold, or services provided by, any other company that did not pay for exhibit space.
4. No exhibit may be removed or dismantled, wholly or in part, before the official closing time on the last day of the exhibition. All exhibits must be removed by the time designated by the Program Committee.
5. The exhibitors must comply with Health and Fire Department regulations and with all relevant city, state and federal laws.
6. Exhibitors will not in any way damage any part of the exhibition area by any cause whatsoever. The exhibitor guarantees to reimburse the Program Committee or the facility directly for the repair of any damage caused or assessed by the hotel and/or the Program Committee.
7. The exhibitor must make their final payment to the Program Committee upon receipt of the invoice. Any reserved booth will be available for sale to another exhibitor if full payment is not received by the deadline. All deposits paid at that time will automatically be forfeited and no refund will be made. No exhibitor shall occupy booth space in the exhibit hall until all fees due to the Program Committee by the exhibitor are paid in full.
8. The exhibitor hereby accepts liability for all acts or omissions by any representative or agent of the exhibitor, or any visitors to the exhibitor's booth. The exhibitor indemnifies and holds harmless the Program Committee (and by extension all Program Committee's representatives) against any and all liability including actions, suits, proceedings, claims, demands, costs and expenses which may be made against the Program Committee, or incurred or become payable by them arising out of the supply or demonstration by the exhibitor of samples of any kind whatsoever whether such samples be sold or provided for free and including any legal costs, expenses, compensation and/or disbursements paid by the Program Committee on the advice of Counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the exhibitor undertakes to arrange appropriate third-party liability insurance to the value of a minimum of 3 million euros and to provide evidence of such insurance to the Program Committee on their request.
9. Neither the Program Committee, its employees or contractors, nor the Congress Hotel will be responsible for the safety of any exhibit or property of any exhibitor, or any other person, for the loss, or damage or destruction thereof, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the exhibitor by reason of any defect in the building caused by fire, storm, earthquake, flood, lightning, national emergency, war, labor disputes, strikes or lock outs, civil disturbances, explosion, inevitable accident, acts of terrorism, force majeure, or any other cause not within the control of the Program Committee, or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the exhibition. The exhibitor agrees and undertakes to insure the full replacement value of the contents of their booth and all associated equipment, materials, and samples. The exhibitor will produce proof of coverage upon request by the Program Committee.
10. The exhibitor is responsible for the safety of its products, displays and any materials within the boundaries of the booth or held elsewhere during the move-in or move-out period.
11. The exhibitor will leave the assigned booth space clean and orderly during the exhibition and after moving out. It is the exhibitor's responsibility to store packing crates in a storage room on the exhibition floor.





**12.** The Program Committee reserves the right to postpone the exhibition from the set dates, and to hold the exhibition on other dates as near to the original dates and location as practicable, utilizing this right only where circumstances necessitate such action and without any liability to the Program Committee.

**13.** If due to any unforeseen circumstances it is necessary to close the exhibition on any day or days or to vary the hours when the exhibition is open, the Program Committee reserves the right to do so, at their sole discretion without any liability.

**14.** The Program Committee may at their sole discretion modify the Rules and Regulations and do anything at their sole discretion they deem desirable for the proper conduct of the exhibition, provided that such amendments or additions do not diminish the rights reserved to the exhibitor under this Agreement.

**15.** The Program Committee reserves the sole right to assign or to reassign the exact location of any booth as deemed necessary for the benefit of the entire exhibition. The Program Committee agrees, to the best of their ability, to assign space to exhibitor that is not in close proximity to the exhibitor's competitor(s) as indicated by exhibitor on the official registration form.

**16. Conduct of Exhibitor and Their Representatives:**

**Annoyance:** Exhibitors may not engage in any activity in or around their assigned exhibit space that may cause annoyance to other exhibitors or visitors.

**Limitation of Business:** Exhibitors must conduct all business within their assigned exhibit space and under no circumstances may this business be carried out in aisles or any other common space.

**Aisles:** Any encroachment on the aisles of the exhibit hall shall be considered a breach of contract and articles or goods found therein during the period of the exhibition may be removed by the Program Committee or their agents and the Program Committee shall not be responsible for any loss, damage or other action caused by such removal.

**Publicity:** Any publicity materials shall be displayed and/or given away only from the exhibitor's assigned booth. Any materials found elsewhere in the exhibit hall or in/around the general session room without the express permission of the Program Committee shall be removed and the Program Committee shall not be held responsible for the loss, damage, other action, or cost of removed or destroyed materials.

**17.** The Program Committee reserves the right to prohibit and/or reject any exhibitor or their representative(s) for failure to comply with the Terms and Conditions as set forth herein. Exhibit fees are non-refundable in cases of rejection or removal of an exhibit or exhibit personnel for non-compliance. The Program Committee reserves the right to reject applications for exhibit space if in the sole opinion of the Program Committee it is considered that such application is not appropriate to the exhibition or in any case of known previous non-compliance at any other similar event.

**18.** The exhibitor agrees to pay all costs of collection, including attorney fees, regardless of whether an action is filed.

**19. CANCELLATIONS & SPACE REDUCTIONS -** Notice of cancellation or requests for space reductions must be made in writing to the Exhibit Coordinator and received by the deadlines noted below to initiate a refund. All refunds are subject to a 20% administrative fee.

- By January 15th, 2023 – 100% refund
- By May 15th, 2023 – 50% refund
- After May 15th, 2023 – no refund

In the unlikely event of a requirement to postpone or change the dates of the event due to decisions made by the German authorities relating directly to pandemic or COVID-19 regulations, the Program Committee agrees to transfer any pre-paid exhibit fees to equivalent activities at the equivalent replacement event. Refunds will be considered if such replacement opportunity is not made available.





boeldcommunication

## SALES & BOOKING

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### CONGRESS OFFICE

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THANK YOU FOR  
YOUR SUPPORT!