

1. Definitions

- 1.1. '*IHEEM*' is defined as the Institute of Healthcare Engineering and Estate Management and is responsible for the overall organising, marketing and management of the event.
- 1.2. '*Event*' is defined the IHEEM Parliamentary Event as referred to in this booklet.
- 1.3. '*Venue*' is defined as Broadway house (seminar) and the House of Lords (lunch).
- 1.4. '*Package*' is defined as the Sponsorship package included in this brochure.
- 1.5. '*Sponsor*' is defined as the company or organisation named on the event booking form.
- 1.6. '*Space*' is defined as the sponsor stand included in the Package as described in this document.

2. Booking a Sponsor Package

- 2.1. Only IHEEM Company Affiliate members can book Sponsor Packages. If you are not a Company Affiliate, then why not consider joining us today. Contact us to discover how IHEEM membership can benefit you and your organisation.
- 2.2. All bookings are subject to VAT at the prevailing rate at the time of invoicing.
- 2.3. Booking confirmation will only be effective upon receipt of a completed booking form and payment of the Package.
- 2.4. Full payment of the Package is required before the event. Once full payment has been received, the Sponsor will be added to marketing collateral for the event including the IHEEM website and promotional items as set out in the Package details and agreed with IHEEM.
- 2.5. Until full payment has been received, the booking is not confirmed and remains provisional. IHEEM has the right to sell this Package to other interested parties.
- 2.6. IHEEM retains the right to decline bookings if the Sponsor requestor is not suitable for the event, has outstanding balances to pay IHEEM or is for other reasons stated by IHEEM.
- 2.7. Upon completion and acceptance of the booking form and payment of the Sponsor Package, the Terms and Conditions of this document shall constitute an agreement between IHEEM and the Sponsor.

3. Allocation of Sponsor stand/space

- 3.1. Every effort shall be made to allocate to the Sponsor the stand space which has been booked. However, to facilitate an effective layout of the event and if IHEEM believes it to be in the best interest of the event, IHEEM has the right to make a stand reallocation at any time. If the space is reduced, the price for the stand shall be reduced proportionate to the amount of the space reduction and refunded to the Sponsor post event.

4. Event Marketing and Promotion

- 4.1. IHEEM are responsible for the marketing and promotion of the event and reserves the right at any time to amend or vary the manner or methods of such marketing and promotion.
- 4.2. The Sponsor acknowledges that IHEEM shall not be held responsible for the

failure of all or any number of attendees to attend the event for any reason beyond the reasonable control IHEEM.

- 4.3. The name of any Sponsor which may appear on any floor plan or stand, or any statement made by or on behalf of IHEEM shall not seek to constitute an endorsement of the Sponsor.
- 4.4. The Sponsor agrees that the event marketing and promotion will include a range of marketing channels and platforms including social media, websites, flyers, e-newsletters, journals and others deemed as part of the overall marketing of the event.
- 4.5. Please note that IHEEM and third-party contractors may take photographs, video and audio footage of the event, which may include speakers, delegates, the Sponsor, and this may later be used in editorial features and/or in marketing and promotional material.

5. **Postponement or Abandonment**

- 5.1. IHEEM at any time, without prior notification, may change the location of the venue, the date, the opening and closing times of the event.
- 5.2. The Sponsor shall not have any claim against IHEEM in respect of any loss or damage whatsoever consequent upon the event failing to be held for any reason outside IHEEM's control or the event venue being or becoming wholly or partially unavailable for the holding of the event for any reason.
- 5.3. If by rearranging the venue, the period of the event, the size or location of the stand, postponing the event or by doing any other reasonable thing the event can be held, the contract for Sponsor Package shall be binding save that it shall be deemed to be varied to allow for the necessary change in venue, dates or period of the event, stand size, location or otherwise.

6. **Cancellation by the Sponsor**

- 6.1. A Sponsor shall not be at liberty to cancel or withdraw an application for a Package once it has been confirmed by IHEEM as set out in 2.1-2.7.
- 6.2. If any Sponsor notifies IHEEM in advance that, owing to unforeseen circumstances he is unable to attend the event and use the Package allotted to them, then IHEEM may, at their discretion, cancel the allotment.
- 6.3. Notification to cancel the booking must be made in writing (email) to IHEEM.
- 6.4. If the Sponsor cancels the booking, then no refund will be provided and the Sponsor will be removed from event marketing and promotional items from this date where feasible.
- 6.5. Should IHEEM succeed in re-letting any such cancelled Package they may, at their discretion, relieve the Sponsor of any part of their responsibility for payment of the cancelled package.
- 6.6. If any Sponsor shall fail to pay any sum due to IHEEM or shall contravene or fail to observe any of the requirements of these terms and conditions, then IHEEM reserve the right to revoke the allotment of Package and to exclude the Sponsor, their agents and property, at their expense from the event and venue and to re-allocate the Package.