



**Geneva, Switzerland
September 1 – 6, 2011**

SPONSOR'S PROSPECTUS

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WELCOME

Dear Prospective Sponsor:*

It is with great excitement that we invite your company to participate in the **14th Congress of the European Society for Photobiology 2011** as an exhibitor at this global event. The Congress will be an important forum for dissemination of new knowledge in the range of photobiological fields of research, for scientific discussions and for planning of your future research. **Furthermore, in 2011 we celebrate our 25th anniversary.**

The **14th Congress of the European Society for Photobiology** will be held **September 1-6 2011 in Geneva**. Geneva is situated in some of Europe's most beautiful scenery, between lake and mountains. In the very heart of Europe, Geneva has been a cultural center for many centuries and home to many creative spirits in the fields of science and art. It has all the advantages of a small city combined with the facilities and services usually only found in much larger cities. It is Europe's most international city with some 44 % of its inhabitants not of Swiss nationality. The city remains open to people of different origins and cultures. The Congress centre is located close to the beautiful and lively old town with many restaurants and a range of other activities. Geneva has an international airport offering direct regular flights including those from many low cost companies to nearly 90 international destinations.

Organizers from this well-recognized society are working together to create a comprehensive program which integrates developments in biophotonics with applications for drug development, basic science investigations, and clinical translation. The result? An ideal forum, assembling the opinion leaders top minds in the field of photobiology, photochemistry, and photomedicine today, in one location.

Industry exhibits will include the latest advances in pre-clinical and clinical imaging applications to create a "one-stop" biophotonics educational technology showcase. The ESP will bring together technically distinct and separate research communities that have a shared scientific vision. We expect the attendance for the **14th Congress of the European Society for Photobiology 2011** to exceed 500 participants from across the globe.

You should not miss this one-of-a-kind opportunity to communicate your company's message directly to your targeted audiences. We have developed a comprehensive website to keep you and the conference's attendees informed of the many facets of this exciting event. Last year, our website received over 250,000 hits in anticipation of the conference's opening, a fantastic way for our sponsors to be noticed.

Thank you for your consideration and welcome to the **Congress of the European Society for Photobiology**. We look forward to your support.

Sincerely yours,

ESP Organizing Committee Members

Miguel Miranda (Spain)
ESP President

Francesco Ghetti (Italy)
ESP Treasurer

Kristian Berg (Norway)
ESP Past President

Evelyne Sage (France)
ESP President Elect

Lesley Rhodes (UK)
ESP Secretary

Piotr Ziolkowski (Poland)
Local Chairman of 2009 Congress

Norbert Lange (Switzerland)
Local Chairman

Geneva, Switzerland – September 1 to 6, 2011

ABOUT THE ESP

The primary aims of the Society are to co-ordinate and promote all aspects of photobiology in Europe in a way which will optimise the achievements of European photobiology across a range of scientific, technological and medical arenas. Such developments include liaison with and encouragement of photobiologists in other parts of the world. These aims are achieved through publication of a peer-reviewed journal, Photochemical & Photobiological Sciences (PPS), the organisation of a biennial Congress, the holding of regional meetings within Europe, and providing support for meetings outside Europe. Educational opportunities for younger scientists form an important part of the Society's activities and include workshops, exchange study visits between research institutions and scholarship opportunities for attending conferences. ESP is also working towards the establishment of European Union PhD programmes. The latest creation of the ESP is a Photobiology School launched in 2009 which has been inaugurated in June 2010 in Brixen, Italy, with great success.

The European Society for Photobiology offers many opportunities for companies interested in reaching the most qualified prospects in the dynamic, interdisciplinary field of Photobiology.

The Society is one of the world's largest membership organization for photobiologists. Among its members are the most prominent, well-funded research scientists in industry, university, private, and government laboratories worldwide.

In order to make ESP accessible to all interested photobiologists, there has been increased focus on the dissemination of information through the setting up of a dedicated website (which will also function as the website for the biennial congresses and other activities), and publication of books and other materials. ESP also wishes to continue to promote joint activities between relevant societies in the form of co-hosting of symposia speakers at congresses in order to promote cross-society contact and collaboration.

THE ESP 2011's PROGRAMME AT A GLANCE

Molecular imaging in translational research
UV-induced DNA damage, repair, mutagenesis and carcinogenesis
Sunlight exposure, sunbeds and vitamin D
Photobiology and environment
Environmental applications of photosynthetic organisms
Cell signalling by solar radiation (UV, VIS and IR)
Molecular and cellular aspects of PDT
Photosensitization - Biophysical, photophysical and spectroscopic aspects
New drugs and drug delivery for PDT
PDT to treat microbial infections
Photostability, photochemistry and phototoxicity of drugs
Systemic photoprotection
Photomorphogenesis
Photoimmunology
UVA and oxidative stress
Plant photobiology and climate change
Topical sunscreens: assessment of efficacy and impact
The impact of climatic and environmental factors on personal UV radiation exposure and human health
Nanotechnology: from photochemistry to photomedicine
PDT and vascular targeting
PDT for skin cancer
Photoaging - mechanisms and reversal
Research insights in the photosensitivity disorders
State of the art of phototherapy*



PHOTOBIOLOGY AT WORK

Photobiology is the scientific study of the interactions of light (technically, non-ionizing radiation) and living organisms. It is broadly defined to include all biological phenomena involving non-ionizing radiation. The goals of photobiology are the understanding of the basic mechanisms of photobiology; this knowledge can then be used to: (i) Develop ways to control the beneficial effects of light upon our environment; (ii) Promote ways to protect against the detrimental effects of light on biological organisms, including humans; and (iii) Develop photochemical tools and techniques for use in research, medicine, and industry.

Photobiologists work in a wide range of research areas including: Photochemistry, Photophysics, Photosensitisation, Photosynthesis, Photoconversion, Photomorphogenesis, Photosensory Biology, Environmental Photobiology, Chronobiology, Photoprotection, Phototoxicity, Vision, Photomedicine, DNA Damage and Repair, Photocarcinogenesis, Phototherapy, PhotoDynamic Therapy, Photodermatology, Photoimmunology.

Due to the multifaceted character of research in photobiology scientists and physicians in this area have interest in a multitude of devices, medical equipment, scientific literature and software. In general, participants will be attracted in instrumentation related to:

radiation transmission and radiation measurements

UV and visible light sources,

lasers, monochromators, filters,

fibre optics, radiometers,

photoprotective medicines,

sunscreens,

sunglasses,

microscopy,

imaging,

as well as scientific literature, general laboratory and medical equipment, and software.



How We Market the Congress

Enthusiasm for the ESP has been growing throughout the field as word of the meeting continues to appear in numerous scientific journals and other venues, reaching thousands of basic scientists, radiologists, industrial scientists, dermatologists, nuclear medicine physicians, oncologists, neurologists and cardiologists, amongst others. Here is a sample list of how we market the show to draw in those select decision-makers.

Tradeshows/Scientific Conferences

ESP has been promoting the conference at these tradeshows/scientific conferences:

Multiple Ads in Scientific Journals

ESP is also advertising in related scientific journals such as *Dermatology*, *Photobiology*, *Photochemistry*, *Photomedicine*, *Cancer*, *Diagnostic Imaging*, as well as our journal, *Photochemical Photobiological Sciences*.

Public Relations

We maintain an active media contact listing of well over 100 names from newspaper dailies, industry trade publications and news magazines. Media contacts are targeted for customized outreach efforts in order to secure their on-site attendance. Press releases go out on a regular basis as the program evolves and new information on keynote speakers, program sessions and topics are finalized. Media messages are sent out closer to the actual conference event dates.

Conference Promotion

The conference is listed under the "Meetings and Conferences" section of numerous professional societies' websites of major Photobiology Societies, the Royal Society of Chemistry, the American Society of Chemistry, the European Platform for Photodynamic Medicine, Oncology and Dermatology Societies, the Society of Porphyrins and Phthalocyanines, and the International Photodynamic Association, to name just a few, as well as on commercial websites.



UniMail

ESP Conference Venue 2011



SPONSORSHIP OPPORTUNITIES

(PRICES ARE IN EUROS AND DO NOT INCLUDE SWISS VAT OF 7.6%)

GALA EVENT

Sponsorship – €20'000

The main ESP social event, the gala dinner, will be held on Sunday 4 September, TO BE DETERMINED. The exclusive Sponsor will receive recognition via signage, logos, and acknowledgment in the final program book.

CONGRESS FELLOWSHIPS

Sponsorship - €15'000 (full)
€7'500 (half)

Student Travel Grants will be awarded to qualifying students, junior scientists and clinical researchers in training, as chosen by the ESP Awards Committee. Sponsor's name will be acknowledged as supporting these travel grants in all conference materials from time sponsorship is confirmed, in addition to any presentation and publications of the student's supported research. As several students will share the award this is an ideal placement for high visibility.

WELCOME RECEPTION

Sponsorship - €15'000

The Welcome reception on 1 September (Friday), in the evening will be held TO BE DETERMINED

ESP 25TH ANNIVERSARY PHOTO ALBUM

Sponsorship - €10'000 and up

To celebrate the 25th year of our Society we are editing a book with photos of ESP's past events. The album can be purchased at the registration desk for a token contribution of € 10. The Sponsor will receive recognition via signage, logos, and acknowledgment in the final program book and the photo album itself.

BOX LUNCHESES

Sponsorship - €10'000

Recognition via custom signage at event and notice in program book. Company name/logo will be on stickers affixed to the box container and printed on napkins.

CONFERENCE BAG

Sponsorship - €10'000

Prominent placing of the Sponsor's name and logo on meeting bags which will be distributed to every attendee upon registration.

INDUSTRY WORKSHOP

Sponsorship - €10'000

These workshops will be held in the late afternoon (18:00 – 19:30) and make for excellent opportunities for information exposure to ESP attendees. Recognizing the importance of companies in biophotonics innovation, the ESP organizers specify that the Industry Workshops be science-oriented and not merely extensive sales presentations. Meeting room, standard AV equipment, advance registration and notification in conference materials and on the website are included in the sponsorship fee. Sponsor is responsible for the content, invited speakers and providing a one-page description for the program materials. *ESP reserves the right to refuse content that is not considered appropriate for the Congress.*

LANYARDS

Sponsorship - €5'000

Lanyards will provide the Sponsor's name and will be distributed to every attendee upon registration.



POSTER CARRIERS

Sponsorship - €5'000

An integral part of all scientific meetings are the poster presentations. With hundreds of attendees traveling the globe with their posters, your company can achieve incredible, worldwide exposure with these handy and useful deluxe poster carriers. Your company name and logo appear along the outside portion of these holders, which are made of heavy-duty nylon and have a convenient shoulder strap for easy handling.

BOTTLED WATER (INDIVIDUAL BOTTLES)

Sponsorship - €4'000

Create a lasting impression with these personalized bottles of premium water. Your company logo and name make up the entire label of this take-home item (one-color printing included). These 16-ounce bottles with sports lid tops will be used time after time. Bottles will be given out at registration.

PEN AND PAPER PORTFOLIOS

Sponsorship - €4'000

Attendees will love having paper and pens provided for note-taking at the session-packed conference. Customize the paper and pen with your company name and/or logo.

WIFI LOUNGE IN THE EXHIBIT HALL

Sponsorship - €4'000

Make big points with grateful attendees as you host what will inevitably be one of the symposium "hot spots" — a place where attendees can access complimentary wireless service for their laptops or PDAs. You'll receive accolades galore for providing this valuable service to meeting participants. Recognition via signage, listing in final conference program, and featured on a flyer inserted into registration bags announcing Exhibit Hall highlights.

SPEAKER USB 2.0 FLASH DRIVES (1 GB)

Sponsorship - €4'000

Flash drives will be distributed to all speakers at registration. Company name and/or logo on these drives will provide excellent exposure to some of the photobiology community's leaders.

ESP YOUNG INVESTIGATOR AWARD

Sponsorship - €3'000 and up

ESP awards a medal to a young researcher (under age 35), who has conducted original research of exceptionally high quality in a field related to photobiology. The awardee is selected by the ESP Education and Training Committee among nominated candidates. The award is presented during the ESP congress, where the awardee gives the opening lecture. The award Sponsor will receive recognition in the program, through signage and through verbal acknowledgement at the session.

ESP AWARDS FOR EXCELLENCE IN PHOTOBIOLOGICAL RESEARCH

Sponsorship - €3'000 and up

On the occasion of the bi-annual congress, the Executive Committee of the ESP awards a medal to a maximum of two distinguished scientists whose research achievements in Photobiology are internationally acknowledged as outstanding and who have given crucial contributions to ESP activities. The award Sponsor will receive recognition in the program, through signage and through verbal acknowledgement at the Gala Dinner where the award will be announced.

ESP 25TH ANNIVERSARY POSTER AWARD

Sponsorship - €2'000 and up



To celebrate the 25th year of the largest photobiology society in Europe, we will award three young scientists for the best poster presentations. € 1'000 will be awarded to the best poster. The second best poster will be given € 750 and the third place € 500. The award Sponsor will receive recognition in the program, through signage and through verbal acknowledgement at the Gala Dinner were the award will be announced.

ESP COMPANY SPEAKER CONTRIBUTION

Sponsorship - € 2'000

An exciting addition at the forthcoming Congress is the opportunity for corporate sponsors to provide a scientific talk on their area of interest. They will also be acknowledged through an advertisement in the book of abstracts as well as on the ESP homepage.

COFFEE/BEVERAGE BREAKS

Sponsorship - € 1'500

Sponsor recognition via signage and acknowledgement in program book.

MESSAGE CENTER/JOB BOARD

Sponsorship - € 1'000

Have your company name/logo displayed prominently on both the Message Center and Job Board, centrally located in the midst of the conference registration area where it will be seen by all!

Taking advantage of the sponsorship opportunities at the 2011 ESP Congress is an ideal way to get your message directly to this targeted audience while show-casing your company's latest developments.

Sponsorship opportunities offer greater exposure for your company and come with a variety of benefits.

For inquiries about these sponsorship opportunities, please contact Norbert Lange at: norbert.lange@unige.ch or +41 22 379 3335





Advertising Opportunities

((PRICES ARE IN EUROS AND DO NOT INCLUDE SWISS VAT OF 7.6%))

ESP WEBSITE BANNER ADS

Cost - € 5'000 for a 180 pixel wide by 300 pixel tall banner for one year.

CONFERENCE BAG INSERTS

Cost - € 1'000 for a one-page flyer (up to 8-1/2" x 11")

€ 2'000 for an 8-1/2" x 11" brochure (up to 8 pages)

Get great visibility for your materials as you secure a preferential spot in the Official Registration Bag given to every conference attendee. Materials must be furnished by the company to ESP for insertion into the bags. Samples of promotional pieces must be forwarded to ESP for prior approval.

HANGING BANNERS AT GENEVA CONGRESS CENTER

Cost – Call Norbert Lange for current pricing

Be sure your company name hangs high above the crowd with these four-color hanging banners.

ADVERTISEMENTS IN PROGRAM BOOK

Premium placement full-page color ad: € 2'000

Standard placement full-page color ad: € 1'000

1/2-page black and white ad: € 500

1/4-page black and white ad: € 300

For more information about advertising opportunities, contact Norbert Lange at norbert.lange@unige.ch



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ESP Conference Venue 2011

Exhibition Area



Important Dates

MARCH 18

-Point system begins

MARCH 31

-Completed application and 50% deposit must be received for first-round space assignment consideration

APRIL 10

-Submit blueprints for approval of free-form booth designs

APRIL 30

-Sponsorship requests due

MAY 2

-First-round space assignments made and invoices mailed
-Target floor plan assignments released
-Deadline for electronic version of company description for program book

MAY 5

-Deadline for function space requests

MAY 16

-Deadline for reduction/cancellation of exhibit space (partial refund)

MAY 30

-Companies notified of sponsorship selections

JUNE 10

-Exhibitor Service Kit available

JUNE 13

-Final payment for exhibit space due
-Payments and camera-ready artwork due for approved sponsorships

JUNE 30

-Deadline for securing special conference rates at official conference hotels
-Deadline for final space assignments

JULY 3

-Deadline for advertising in conference program book

JULY 15

-Deadline for EAC (Exhibitor-Appointed Contractor) Authorization Forms
-Certificates of insurance due

AUGUST 8

-Deadline for Exhibition Badge Order Form

SEPTEMBER 01

- Move in starts at 08:00 and continues until 17:00
-Technical Exhibits for the ESP Congress open at 18:30 for Opening Welcome Reception

SEPTEMBER 02 – SEPTEMBER 05

-Technical Exhibits open at 09:00 and close at 18:00

SEPTEMBER 06

-Technical Exhibits open at 09:00 and close at 11:00
-Dismantle begins at 11:00 and continues through 16:00

EXHIBIT HOURS

Friday, September 01	18:30 – 20:15
Saturday, September 02	09:00 – 18:00
Sunday, September 03	09:00 – 18:00
Monday, September 04	09:00 – 18:00
Tuesday, September 05	09:00 - 18:00
Wednesday, September 06	09:00 – 12:00

EXHIBITOR REGISTRATION/INFORMATION HOURS

Friday, September 01	18:30 – 20:15
Saturday, September 02	09:00 – 18:00
Sunday, September 03	09:00 – 18:00
Monday, September 04	09:00 – 18:00
Tuesday, September 05	09:00 - 18:00
Wednesday, September 06	09:00 – 12:00

MOVE-IN DATE AND TIMES

Friday, September 01	08:00 – 17:00
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MOVE-OUT DATE AND TIMES

Wednesday, September 06	11:00 – 18:00
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List of Contacts

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Space Pricing and Assignment Process

APPLYING FOR SPACE

- Complete and sign the application/ contract.
- Enclose a 50% deposit along with an electronic version of a company description (100 words or less).

ESP MEETING EXHIBIT SPACE RENTAL RATES

Floor space rate: € 300 per square meter (plus VAT))

Space Size: 3 meters x 3 meters or 9 square meters (10' x 10' equivalent) – minimum or multiples thereof, for example 18 sqm (10' x 20' equivalent), 27 sqm (10' x 30' equivalent), or 36 sqm (20' x 20' equivalent).

Exhibitors are required to order and/or provide an approved display stand as well as floor covering for their space.

ASSIGNMENT OF SPACE

ESP has established a priority point system for booth space assignments. Points will be awarded based on the following criteria:

- Date Points – A maximum of 10 points will be given for returning the application and a 50% deposit by March 18. Each business day thereafter, one point will be deducted, until all 10 points have been exhausted. Applications received after March 31, will not receive any points in this category.
- Five points will be given for each € 500 given for sponsorships, including grant support.
- Three points will be given for every 9 square meters of exhibit space.
- Two points will be given for each year that a company has exhibited with ESP.

To maximize your assignment, return your application by **Tuesday, March 18.**

A 50% deposit is due with the completed application, signed with a legally competent signature. Late applications will be assigned booth space on a first-come, first-served basis. ESP will assign all exhibit space and reserves the right to change the location of exhibit space at any time in the best interest of the exhibition.

After the application deadline, a floor plan will be devised arranging the available floor space to meet the space requests submitted by exhibitors. Exhibitor preferences for location near or away from other exhibiting companies will be taken into consideration in determining booth location, however such preferences indicated on the application form serve as guidance only and can not be guaranteed.

Exhibitors that change the size of their exhibit space are not guaranteed the original location and are subject to relocation by ESP.

BOOTH SERVICES/BENEFITS

One standard booth sign

24-hour hall security

Two full conference registrations per 9 square meters (with maximum of 8)

Company listing with description in the official conference program book

BOOTH REDUCTION OR CANCELLATION

Reductions or cancellation of booth space must be made in writing and received by ESP no later than May 16, 2011. Exhibitors reducing booth space by this deadline will receive the appropriate reduction in booth cost/balance due. Exhibitors canceling by this deadline date will receive back all funds paid less a cancellation fee of 100 €. Exhibitors canceling after May 16, 2011 forfeit the full exhibit rental and are responsible for paying the remaining balance in full within 30 days of cancellation.



Rules and Regulations

1 : MEETING SCHEDULE

The 2011 Congress of the ESP commences on Friday, September 01 at 17:00 and adjourns on Wednesday, September 06 at 12:00.

2 : EXHIBIT HOURS

The exhibits will be open to conference registrants and must be fully operational during the conference hours. Exhibits must be staffed during dedicated hours only as outlined in the Final Program. (An announcement with the times will be sent closer to the conference dates).

3 : EXHIBITION LOCATION

The ESP Congress will take place in the building of the Unimail Building of the University of Geneva. The exhibit space will directly be joined to the conference rooms. Coffee breaks will be held in exhibition location guaranteeing direct contact with the conference registrants. All scientific sessions, exhibits, and posters will take place in the Conference venue.

4 : EXHIBIT INSTALLATION

Exhibit space may not be occupied by the exhibitor until all conditions as set forth in these Rules and Regulations are met. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by recognized authorities, for the protection of the operator and others working in the vicinity.

All high work, including the installation and adjustment of all supplemental lighting, requiring cranes and hydraulic lifts, must be completed during the exhibitor's target move-in schedule. No hi-lifts will be admitted on the exhibit floor after 14:00 on Wednesday, September 05.

General setup for the ESP meeting will begin on Friday, September 01 at 8:00 and all exhibits must be fully operational by 17:00 that evening. After this time, no installation work will be allowed without special permission from ESP.

No one under 18 years old is permitted in the exhibit hall during installation or dismantle hours.

5 : DISMANTLING/EXHIBIT REMOVAL

All dismantling of exhibits must be done during the times indicated for move-out. No exhibit can be dismantled prior to the official closing time. It is the responsibility of the exhibitor to remove all materials from the exhibit hall by the specified deadline. Failure to remove exhibit will result in removal arranged by ESP at the exhibitor's expense.

6 : EXHIBIT DESIGN/CONSTRUCTION

A. General Requirements

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the conference.

Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to ESP. Exhibitors must provide, at their expense, appropriate display stands, components, furniture and floor covering as required.

Exhibitors may not hang their signs or attach any part of their exhibit to the congress center structure. Hanging signs are not permitted with the exception of sponsored ESP banners.

B. In-Line Exhibits

(3 meters x 3 meters or multiples thereof)

The minimum space is 9 sqm. In-line display stands may not exceed a height of 2.5 sqm so as not to block the view or impede the sight



lines of adjacent exhibits.

C. Free-Form Exhibits ("islands") (36 square meters)

ESP will consider free-form designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are the following:

1. All free-form exhibits should have access from all four sides. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of ESP.
2. No part of any free-form exhibit may exceed a height of 3 sqm from the floor of the exhibit hall.
3. Detailed blueprints that clearly show height and distance from the perimeter of each element of the display, including furniture and equipment placement, as well as the site and nature of any audio presentation, are required to be provided to ESP no later than March 30, 2011. If an exhibitor fails to submit blueprints by this deadline, and the exhibit does not comply with ESP's Rules and Regulations, ESP reserves the right to fine the non-compliant exhibitor, close the exhibit and exclude the exhibitor from any future ESP conferences.
4. All stands and stand material must comply with local fire regulations as outlined in the Exhibit Service Kit.

7 : CARE OF EXHIBIT SPACE

The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

8 : BOOTH EQUIPMENT AND SERVICES

Each exhibitor that has completed an application for exhibit space and sent in the 50% deposit will receive an Exhibitor's Service Kit after June 10, 2011. The Exhibitor's Service Kit will include forms to rent booth stands, furniture, accessories, signage, services such as floral, internet, electricity, photography and security.

9 : SHIPPING

Complete shipping information will be included in the Exhibitor Service Kit.

10 : STORAGE

There is no crate or product storage permitted within the Conference venue. All crate storage will be off premises. No storage is permitted in aisles behind in-line booths. See the Service Kit for prices and procedures.

11 : DAMAGE TO EXHIBIT FACILITIES

The exhibitor must leave the occupied space in the same condition as it was received. The exhibitor or its agent shall not injure or deface the walls, columns or floors of the congress center, the booths or the equipment or furniture of the booth. When such damage occurs, the exhibitor shall be liable to the owner of the property so damaged.

12 : PHOTOGRAPHY/VIDEOTAPING

Exhibitors are allowed to photograph, videotape or mechanically record their company's booth during regular floor access hours for exhibitor personnel without the use of additional electrical lighting. This does not include setup and dismantle hours. Exhibitors may not photograph or videotape another exhibitor's display without permission from that exhibitor.

13 : FUNCTION SPACE

Exhibitors needing function space for meetings or events must complete and mail a Function Space Request form, which can be found in the back of this prospectus. Small conference rooms at the Unimail may be used for company meetings or more focused discussions with clients. Functions will not be permitted during the scheduled programming but can be held during lunch breaks (with non-attendees only), free evenings and in the mornings before the sessions begin. Private consultation with clients may take place at any time. Company will be responsible for contracting for audiovisual, food and beverage and extraordinary setups required. There is a €750 fee for the space.

14 : EQUIPMENT OR PRODUCT PRESENTATIONS OFF EXHIBIT FLOOR

Equipment or product presentations to conference attendees or guests by exhibitors other than on the exhibit floor are expressly prohibited. The only exception will be ESP-sanctioned Users' Meetings.



15 : CANCELLATION OF EXHIBIT CONTRACT

Exhibitors that provide written notification of cancellation on or before May 16, 2011 will have any fees collected returned, less a €300 service charge.

Exhibitors that cancel after May 16, 2011 will not receive a refund and are responsible for payment of the full exhibit fee within 30 days of cancellation.

Failure to remit the balance due on the booth rental fees within 30 days of date of invoice constitutes cancellation of contract, and will be considered a "Late Cancellation," and treated as outlined above.

Space not occupied by 16:30 on Friday, September 01, 2011 for the ESP Meeting will be forfeited by the exhibitor and the space may be resold, reassigned or used by ESP without refund, unless prior approval has been obtained in writing. If the exhibit is on hand, ESP may assign labor to set up any booth that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges.

In all cases, the exhibitor agrees that ESP will have the right to use the booth space as it sees fit, including the selling of space to another exhibitor without any refund to the canceling company.

16 : EXHIBIT HALL ATTENDANCE

Name badges are produced using the company name submitted on the application. The official ESP Meeting badge must be worn at all times while in the exhibit hall.

Exhibitors are entitled to a certain number of complimentary badges based on the size of their exhibit space rented, with a maximum of 8. The policy is listed below:

9 square meters (10'x10' equivalent) = 2 complimentary badges	27 square meters (10'x20' equivalent) = 6 complimentary badges
18 square meters (10'x30' equivalent) = 4 complimentary badges	36 square meters (20'x20' equivalent) = 8 complimentary badges

All other badges will be billed at the conference exhibitor registration rate of TO BE DETERMINED plus VAT for the ESP Meeting. These badges will permit entrance into the exhibit hall, all scientific sessions, and the Welcome Reception. There is an additional TO BE DETERMINED 50 € plus VAT fee for attending the Sunday night Gala event. An exhibitor badge registration form will be sent to you with the confirmation receipt of your exhibit space rental agreement. You may also access the online exhibitor registration system and register your onsite personnel. Please note: In the online system, the key registration identifier is a unique email address. Each registrant must have his/her own email address. Deadline for exhibitor badge registration is August 8, 2011. Badges ordered in advance will be held on-site for pick-up by the official company representative or the individual themselves. New or changed badges requested after the registration deadline as well as badges requested on-site cost an additional €15 per badge.

There will be a One-Day Exhibit-Hall-Only Pass available for first-time visitors at € 100 plus VAT each. Encourage potential customers to come visit the technical exhibition and see firsthand all the latest technological advances in photobiology, photochemistry and photomedicine. Contact Dova Levin at the AML office to process these requests.

ESP reserves the right to refuse admittance to or to eject from the exhibit hall any objectionable or undesirable person.

17 : WORK BADGES

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish to obtain access to the exhibit floor during installation and dismantle hours will be required to show proof of affiliation with the exhibiting company or exhibitor-appointed contractor to receive a work pass. Work passes will be available at either the Exhibitor Service Desk or the Exhibitor Registration area during installation and dismantle hours noted on page 9.

Work badges are not valid during show hours. Individuals will be asked to leave the floor and register as a technical exhibitor for that



specific exhibiting company. Please send a note to the local chair with the number of work badges you will need and, if known, the names of the workers.

18 : SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Perimeter guard service will be provided by ESP for the exhibition period, but neither the guard service nor ESP will be responsible for loss of or damage to any property. Individual booth security can be ordered through the Exhibitor Service Kit.

19 : INSURANCE

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the 2011 ESP meeting, including its indemnity obligations. Exhibitor shall at its own cost and expense provide General Liability Insurance in an amount not less than € 1'000'000. This insurance should recognize ESP, AMI and SMI as additional insured. Exhibitor must provide a certificate of insurance stating same by July 15, 2011. By signing the Exhibit Space Application, the exhibitor agrees to protect, indemnify, defend and hold harmless the ESP from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, which may arise or result in any way from the wrongful or negligent acts of exhibitor, its agents, contractors and employees. In no event shall the ESP, AMI and SMI be liable to exhibitor for loss of business, or business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. For purposes of this paragraph, the parties indemnified and insured shall include the ESP, AMI and SMI, their officers, directors, members, agents and employees.

20 : ANIMALS

No live animals are permitted on the premises.

21 : PENALTIES FOR VIOLATION OF CONFERENCE RULES

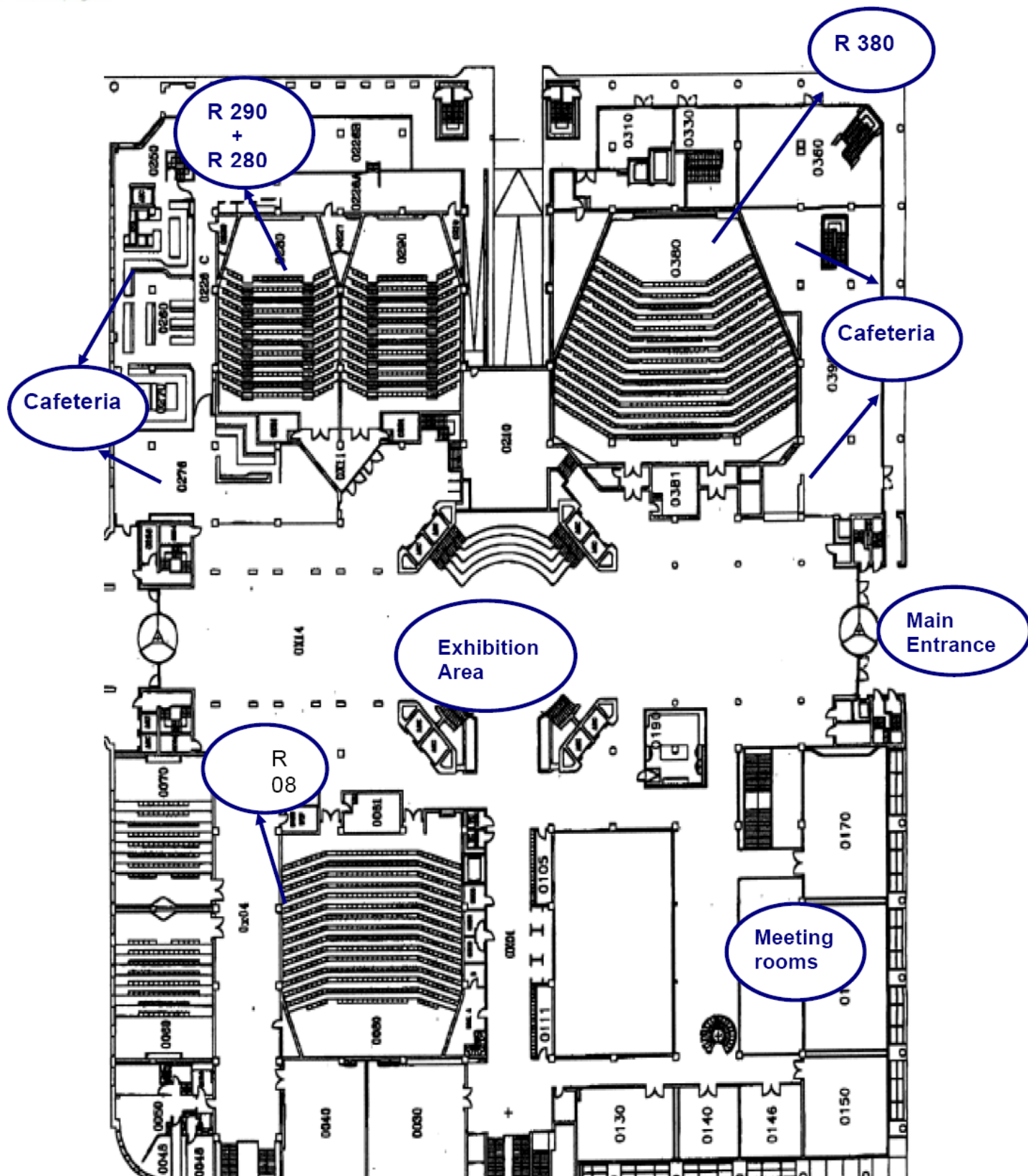
Violations of the Rules and Regulations can result in ESP reserving the right to fine the non-compliant exhibitor, close its booth and exclude the exhibitor from any future ESP events.

22 : CANCELLATION POLICY

It is mutually agreed that in the event the 2011 ESP meeting is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, *de jure* or *de facto*, or other government declaration or regulation, epidemic or other event over which the ESP has no control, then the exhibitor contract may be immediately amended by the ESP, and the exhibitor hereby waives any and all claims against the ESP for damages, reimbursement, refund or compensation. At the sole discretion of ESP, exhibitor refunds, if any, will be determined after deduction of any incurred expenses by ESP as deemed necessary in connection with the technical exhibition. ESP shall not be financially liable in the event the conference/exhibition is interrupted, cancelled, moved or rescheduled as outlined above.

23 : HOTEL RESERVATIONS

Exhibitors are encouraged to stay at one of the numerous official congress hotels, all located within easy walking or traveling distance of the Congress Center. Please visit the Housing section of the conference website for complete listing of official hotels and pricing. The deadline for Exhibitor hotel reservations is June 30th. When reserving your room via the online reservation system, make sure you select "Exhibitor" under the type of attendee drop-down list.



Geneva, Switzerland – September 1 to 6, 2011

