



IEEE
Medical
Measurements &
Applications

Eindhoven, The Netherlands
June 26 - 28, 2024



IEEE MeMeA 2024

Start-up Exhibitor Prospectus

Eindhoven, The Netherlands | June 26-28, 2024

MeMeA2024.ieee-ims.org

IEEE
INSTRUMENTATION
& MEASUREMENT
SOCIETY®

 **IEEE**
Advancing Technology
for Humanity



Start-up Exhibitor Prospectus

The IEEE MeMeA – International Symposium on Medical Measurements and Applications focuses on all aspects of interactions relating to instrumentation and measurement, bio-engineering, material science, chemical and biological measurements, and leveraging signal/data processing and Artificial Intelligence and Machine Learning for accelerating solutions in the medical field. The symposium enables researchers, healthcare professionals, technicians, and engineers to exchange ideas and information and make connections and collaborations towards advancing innovation on health care systems and diagnostics in medicine.

The IEEE MeMeA conference will take place in Eindhoven, The Netherlands; the event gathers every year more than 200 international attendees including delegates from academia, undergraduate, graduate, and Ph.D. students, researchers and professionals from the industry with different technology backgrounds.

This event is the premier opportunity for you as a start-up company to meet global thought leaders in medical instrumentation and measurement – to market products and services to engineers developing instrumentation and control systems and academic researchers developing the next generation of sensors, measurement techniques, and standards.

This special **Start-up package#**, provides a **ONE DAY** opportunity: participate in a **special Start-up Pitch Session (max. 10 min)** and to **exhibit your innovation the whole day**.

MeMeA 2024 will offer a prominent exhibition area closely integrated with all of the social and technical conference activities including coffee breaks, poster sessions, special sessions on industry papers, and tutorial sessions. Your exhibit booth will be visible and central to all attendees throughout the conference.

This package is offered for \$ 500,-. This offer is valid until March 29th 2024.

For more information please reach out to the conference manager
Katherine Davies (kdavies@conferencecatalysts.com)

#: Start-up is a for-profit SME according to the EU definition – an enterprise which employs fewer than 250 persons and which has an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro, and the establishment of start-up max. 10 years ago.

Information Contact

Katherine Davies
Conference Manager
IEEE MeMeA 2024

✉ kdavies@conferencecatalysts.com
☎ +1 352 872 5544 *161
☎ (352) 872 5545



Application/Contract

Application is hereby made to IEEE MeMeA 2024 (hereinafter termed "Exhibit Management") for exhibit space at the above-named conference. This Application when accepted by Exhibit Management, together with the Exhibition Rules and Regulations as listed on the following pages, will constitute your contract with Exhibit Management for exhibit space, as indicated by the Conference Manager signature on this Application or acknowledgment by email. Must be registered by March 29th.

1 Please read this contract carefully and print or type all information requested.

2 Complete, sign and send to:

Katherine Davies

Conference Manager
 IEEE MeMeA 2024

✉ kdavies@conferencecatalysts.com

☎ +1 352 872 5544 *161

📠 (352) 872 5545

Special Start-up Pitch Package

\$500

Company Information

Company Name

Mailing Address

City State Zip Code Country

Phone Web

I have read and agree to the terms and conditions of this contract.

Print Name Title

SIGNATURE Date

Contact Information

Name Email

Phone Fax

Mailing Address

City State Zip Code Country

Payment Information

Payment is due within 30 days of receipt of contract submission.

Bank Transfer American Express Visa MasterCard

Card Number

Security Code*

Expiration Date

* The Credit Card Security Code, or Card Code, is a three- or four-digit security code that is printed on the back of credit cards (or on the front for American Express cards) in reverse italics in the card's signature panel.

Billing Address

City State Zip Code Country



Terms and Conditions

Admission

Exhibits will be open free of charge to exhibitors (1 representative per booth) and conference registrants. For additional booth staff and those who wish to attend the Exhibits only, there will be a \$50 per day charge, which will include entrance to the exhibit area, coffee breaks and lunch. Exhibit Management reserves the right to refuse admission to any person(s) including children of exhibitors and visitors, in the interest of safety and welfare of those persons and the exhibitors.

Advertising Matter

The Exhibitor may, at his discretion, distribute handbills or other printed advertising matter from his exhibit. In the event of any complaint resulting from such distribution, the matter shall be referred to Exhibit Management for disposition.

Allocations and Cost

The cost of individual exhibits is indicated on the contract. Exhibit management will assign exhibits according to the date the application was received and to applicant's sequence of choices, in the event applicant's choices of exhibit spaces is not available. Exhibit management will assign other space, with the understanding that applicant may accept or refuse in writing this assignment, immediately afterward. If desired, the applicant may provide Exhibit Management with a list of competitors whose assignment should not be near that of the applicant. Exhibit Management will observe such requests, within the bounds of reason.

Cancellations

It is agreed that in event of cancellation, Exhibit Management shall have the right to retain as a cancellation fee all amounts then paid by exhibitor (and due from him) up to the time of cancellation pursuant to the "Billing and Schedule of Payments" section of the Application for Exhibit Space.

Electrical and Decoration Services

Electrical wiring or power and decorator services are available only through the Official Electrician (as designated by Exhibit Management) and the Official Decorator (as designated by Exhibit Management). Further information will be issued later.

Electrical Fittings and Electricity Supply

Lighting, lighting mains, power plugs, power mains and motors are available at charges listed in the exhibitor kit. The exhibitor may provide his own electrical fittings, and they shall be installed by the Official Contractors (as designated by Exhibit Management) at reasonable charges, an estimate of which shall be given to the exhibitor beforehand.

Electrical Safety

All wiring on displays or display features must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and or such other seals of official approving agencies as may be required at the site of the exhibition.

Employment Exhibits

Exhibits for the purpose of soliciting prospective employees, or employee-recruiting activity of any kind is specifically prohibited.

Exhibit Space Assignment and Allocations

It is understood that Exhibit Management reserves the right, in the interests of optimum traffic control and exhibit exposure, to relocate those exhibits which may be affected by a change in the floor plan. Such change would not be made unless deemed absolutely necessary. Exhibit Management also agrees to advise exhibitors and service contractors if such change is necessary. Exhibit Management determination with respect to assignment of exhibit space is to be binding on all parties.

Exhibit Cleaning

Exhibitors must make arrangements for their exhibit to be kept clean and free from accumulated rubbish to the satisfaction of Exhibit Management. All materials for disposal of waste must be deposited in the gangway for clearance before the Exhibition opens.



Terms and Conditions

Exhibits and Appliances

Common sense governs the kind of exhibits permitted at the Exhibition. Attractive, informative and attention-getting exhibitions are encouraged. Exhibition dimensions shall generally conform to exhibit practices of the country in which the Exhibition is held, and specific dimensions and restrictions shall be specified in the Official Exhibitors' Kit supplied by Exhibit Management. In no event however, shall any exhibit interfere with any neighboring exhibit in the judgment of Exhibit Management. The exhibitor shall not display in his exhibit any products not described on the Application for exhibit space.

Exhibitors

Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Exhibit Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturer's representatives and/or distributors must list their participating principals as the exhibitors of record. Representation of more than two principals per single booth (8' X 10') is expressly prohibited.

Exhibitors Management Responsibility

Exhibit Management agrees to render reasonable assistance to exhibitors, to keep them informed, to provide them with available promotional material for their own use, including complimentary exhibit passes, to present a technically competent program of events, and to promote attendance of the Exhibition through accepted means of advertising, public relations, publicity, direct mail, etc. Each exhibitor will receive application blanks for exhibitor badges for his own qualified personnel in attendance at the exhibit.

Insurance

Exhibitors are advised to see that their regular company insurance includes extraterritorial coverage, that they have their own theft, public liability and property damage insurance. Exhibit Management and all organizations and individuals who are employed by or associated with it in connection with the Exhibition will not be responsible for injury or damage that may occur to an exhibitor or his employees or agents nor to the safety of any exhibit or other property against robbery, fire, accident or any other destructive causes.

Labor

Exhibitors must employ union labor where required. Union labor, if required, will be made available.

Liability

Exhibit Management and all organizations and individuals who are employed by or associated with it in connection with this Exhibition will not be responsible and shall be held harmless by all exhibitors for damage or loss resulting from fire, theft or any other cause whatsoever, including accident or injury to exhibitors, their employees and agents, the public and others. The exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through carelessness or otherwise of exhibitor or his employees or agents.

Losses

Exhibit Management cannot take responsibility for damage to exhibitor's property or lost shipments either coming in or going out nor for moving costs. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for exhibit space rental. Exhibitors are advised to insure against these risks.

Personnel and Attire

Exhibit Management reserves the right to determine whether the character and/or attire of booth personnel is acceptable and in keeping with the best interests of exhibitors and the exhibition. Further, exhibitors expressly agree that they and their personnel will not entertain in the private rooms in the official venue during business hours of the conference and exhibition.



Terms and Conditions

Photography

The photographic rights for the Exhibition are reserved to Exhibit Management, and photography in the Exhibition required by exhibitors can be farmed out at moderate charges by the Official Photographers (as designated by Exhibit Management) if desired. Exhibitors wishing to make their own arrangement for the photographing of their exhibit must apply to the Exhibit Management, whose permission shall not be unreasonably withheld.

Rejected Displays

The exhibitor agrees that his exhibit shall be admitted herein and shall remain from day to day solely in strict compliance with the rules and regulations herein laid down. Exhibit Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or his representatives with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the exhibit space price unearned based on the number of days of the exhibit remaining at the time of ejection. If an exhibit or exhibitor is rejected for violation of these rules and regulations or for any other stated reason, no return of exhibit space shall be made.

Responsibility Clause

Exhibitor assumes responsibility and agrees to indemnify and defend the MeMeA and the Venue and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the MeMeA nor the Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Right of Possession

During the term of this agreement and so long as the property of the contracted exhibitor is on the premises of the exhibition site or its vicinity, the MeMeA shall have the right of possession to all goods, wares and merchandise on exhibition. Such right to possession shall be superior to that of any person other than the contracted exhibitor.

Safety and Fire Laws

Exhibitors must strictly observe all applicable fire and safety laws of the venue. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted. Exhibits may not block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations or tree branches are allowed. Acetate and most rayon drapes are not flameproof, and may be prohibited. No storage behind exhibits is provided or permitted.

Shell Scheme or Rental Display Cancellations

In the event of a cancellation for the construction of a shell scheme structure or rental display, full refund of any monies paid for such construction shall be made, provided the cancellation is filed with Exhibit Management at least ten (10) business days prior to the first day of the Exhibition.

Sound Level and Odors

Mechanical or electrical devices, which produce sound and/or objectionable odors, must be operated so as not to prove disturbing to other exhibitors. Exhibit Management reserves the right to determine the acceptable sound level and odors in all such instances.

Sub-Leasing

Exhibitors may not permit other manufacturers to use their space or any part thereof, without express written permission of Exhibit Management.



Terms and Conditions

Termination and Exhibition

In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Exhibit Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Exhibit Management under the application (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Exhibit Management, said Application and/or the Exhibition or any part thereof, may be terminated by Exhibit Management. Exhibit Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Exhibition (or any part thereof) as aforesaid, then Exhibit Management shall not be liable to the exhibitor other than for a prorated refund of such exhibitor's space price payment determined on the basis of the

number of exhibit days remaining. For purposes hereof, the phrase "cause or causes not reasonably within the control of Exhibit Management" shall include, but not by way of limitation, fire casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, government restraints, restraints or orders of civil defense or military authorities, act of public enemy, not of civil disturbance, strike, lockout, boycott or other labor disturbances, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain or condemnation, requisition or commandeering of necessary supplies of equipment, local, state or Federal law, ordinances, rule, order, decree or regulation, whether legislative, executive or judicial and whether constitutional or unconstitutional, or Act of God.