

The 14th World Meeting of the International Society for Sexual Medicine



EXHIBITOR MANUAL



26-30 September 2010 COEX, Seoul, Korea



More info:
www.issm2010.info

EXHIBITOR MANUAL

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ISSM 2010 WORLD MEETING LOCATION & EXHIBITION VENUE

COEX

World Trade Center Samseong-dong
Gangnam-gu, Seoul 135-731
South Korea
Website: www.coex.co.kr/eng

UNDER THE AUSPICES OF

ISSM President: John Dean, Devon, United Kingdom
ISSM Local Meeting Chairman: Je Jong Kim, M.D., Ph.D., Seoul, South Korea

MEETING ORGANIZER

ISSM EXECUTIVE OFFICE (registration, abstracts, program, sponsors/exhibitors, finances)

Contact persons: David Casalod, ISSM Executive Director
Vivian Gies, ISSM World Meeting Manager
Address: PO Box 94
1520 AB Wormerveer
The Netherlands
Telephone: +31 75 - 647 63 72
Telefax: +31 75 - 647 63 71
E-Mail: office@issm2010.info

ISSM 2010 LOCAL OFFICE (hotels/housing, transportation, tours)

Company name: MECI International
Contact persons: Ms. Eunsuk Lee
Ms. Christine
Address: Rm 1906, Daerung Post Tower #1
212-8, Guro-dong, Guro-gu, Seoul 152-790
Korea
Phone: +82 - 2 - 2082 - 2300
Fax: +82 - 2 - 2082 - 2314
E-mail: issm2010@meci.co.kr

MEETING WEBSITE

Official meeting website URL: www.issm2010.info
Shortlink to program: www.issm2010.info/sl/program
Shortlink to registration: www.issm2010.info/sl/registration
Shortlink to hotels: www.issm2010.info/sl/hotels

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INTRODUCTION

The 14th World Meeting on Sexual Medicine is being organized by the ISSM and will take place at the COEX Convention Center in Seoul, South Korea, from 26 to 30 September 2010. The meeting will provide an excellent opportunity to promote the authority in the field of Sexual Medicine in the world. Various topics and issues on sexual medicine will be addressed and experts from all around the world will give presentations on the latest developments in all fields of sexual medicine. This meeting will be a suitable platform to exchange and to share ideas, knowledge of the most recent developments and the newest information in sexual medicine.

The meeting will be built around the theme "Sexual health - a gateway to good health". It is expected that over 1.000 specialists in the field of Sexual Medicine from all over the world will come to Seoul to attend the meeting. Specialists include (but are not limited to) scientists, clinicians and physicians in the field of urology, andrology, gynaecology, psychology and psychiatry from all over the world. Scientific developments will be presented in State-of-the-Art Lectures, Interactive Sessions, Round Table Discussions, Symposia, Pre-Conference Symposia and Post Graduate Courses, and almost 300 abstracts have been accepted as either a Podium Presentation or a (moderated) Poster Presentation. The full scientific program has been published on the official meeting website: www.issm2010.info/sl/program.

It is always a pleasure for the International Society for Sexual Medicine (ISSM) to connect in one way or another with the many good friends in the various businesses that operate in sexual medicine. ISSM has a long history of cordial industry relationships. ISSM recognizes the importance of her sponsors and other partners in industry. Industry support and sponsorships are essential to make possible the many international scientific activities of ISSM.

Some examples of these activities include:

- The official journal of ISSM, the Journal of Sexual Medicine (monthly issues), which is by far the leading journal in sexual medicine (current Impact Factor: 4.884);
- Dozens of educational seminars run by the regional societies affiliated with ISSM;
- The current standard reference book in the field of sexual medicine, Standard Practice of Sexual Medicine, which was written by the ISSM Standards Committee and published by ISSM;
- The Biennial World Meetings on Sexual Medicine (2008: Brussels, Belgium; 2010: Seoul, Korea; 2012: Chicago, USA; 2014: Sao Paulo, Brazil);
- The International Consultations on Sexual Medicine (latest consultation: 2009, Paris, France), which will be organized by ISSM every 4 to 6 years;
- Topic-specific international meetings (2011: Cancer Survivorship and Sexual Health, Washington DC, USA);
- The development of an international undergraduate curriculum in sexual medicine;
- An active website and intranet for discussion among ISSM members of vexing problems and cases;
- Development of highly reputable international standards, definitions, (clinical) guidelines and algorithms through ISSM expert panels.

The International Society for Sexual Medicine is very appreciative of any support and/or sponsorship you are able to provide. Sponsorship of ISSM includes benefits to you, our sponsors, not only with regard to ISSM activities but also with regard to many activities of the regional societies affiliated to ISSM. It is clear that without the support of industry, many of the valuable programs the ISSM and the regional societies affiliated to ISSM organize and/or support would not be in existence.

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ISSM - INTERNATIONAL SOCIETY FOR SEXUAL MEDICINE

The International Society for Sexual Medicine (ISSM, formerly known as ISIR/ISSIR) was established in 1978 for the purpose of promoting research and exchange of knowledge for the clinical entity "impotence" throughout the international scientific community. The principal orientation of ISSM was initially towards basic science of erection, defects in the erectile mechanism, and the clinical aspects of diagnosis and treatment of erectile dysfunction. The orientation is now towards the whole field of human sexuality

Specifically, the ISSM aims:

- To establish a scientific Society to benefit the public by encouraging the highest standards of practice, education and research in the field of human sexuality;
- To develop and assist in developing scientific methods for the diagnosis, prevention and treatment of conditions affecting human sexual function;
- To promote the publication and encourage contributions to the medical and scientific literature in the field of sexual function.

The ISSM is registered as a 501 C3 non-profit corporation in the United States and it has federal tax exempt status. We have over 2200 members from all five continents and **89** nations.

Under the umbrella of ISSM, there are five continental or regional professional societies: the European Society for Sexual Medicine (ESSM), the Sexual Medicine Society of North America (SMSMA), Sociedad Latino-Americana de Medicina Sexual (SLAMS), the Asia-Pacific Society for Sexual Medicine (APSSM) and the African Society for Sexual Medicine (ASSM).



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GENERAL INFORMATION

Climate

In common with the rest of South Korea, Seoul has a humid continental climate, despite the fact that the country is surrounded by water on three sides. Summers are generally hot and humid, with East Asian monsoon taking place from June until July. August, the hottest month, has an average temperature of 72 °F to 86 °F (22°C to 30°C) with higher temperatures possible. Winters are often very cold with an average January temperature of 19 °F to 33 °F (-7°C to 1°C) and are generally much drier than summers, although there are 28 days of snow in Seoul in each year on average. The ISSM 2010 World meeting takes place in September, which is probably the best time to visit Seoul with an average temperature of 68 °F to 77 °F (20°C to 25°C) and only slight chances of showers.

Credit cards

More and more upmarket hotels, shops and restaurants accept foreign credit cards, but plenty of places including budget accommodation, market stalls and restaurants require hard cash. Cash payment is still common in Seoul so always have a stash of KRW 10,000 notes handy as it will almost certainly be needed.

Currency

The South Korean unit of currency is the won (KRW), with KRW 10, KRW 50, KRW 100 and KRW 500 coins. Notes come in denominations of KRW 1000, KRW 5000, KRW 10,000 and KRW 50,000. The highest value note is worth only US\$10 at the current exchange rate, so you will probably have to carry around a thick wad of notes. Currency exchange rates per August are: USD 1 = KRW 1,1186; EUR 1 = KRW 1,522 (please note that exchange rates may vary daily).

Electricity

Electricity is supplied at 110 V / 220 V 60Hz, but 220 volt outlets are most common (European plugs).

Exhibition

The technical exhibition will be organized in Hall D2 of the COEX next to the main auditorium. Coffee bars and catering stations for lunch will be located in and/or in the vicinity of the technical exhibition.

Language

Korean is the official language of the Republic of Korea, but a growing number of Koreans speak English well. The official language of The 14th World Meeting of the International Society for Sexual Medicine is English (no simultaneous translation). Symposia organised by the affiliated national societies during the first conference day may be held in the respective national language.

Letter of Invitation

A formal letter of invitation can be applied for. Such an invitation is only intended to help potential delegates to raise funds or to obtain a visa. It does not imply a commitment from the conference to provide any financial or other support. Letters of invitation may be requested by individuals from the ISSM Executive Office by e-mail: office@issm2010.info.

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Liability

All organizations and/or person(s) mentioned act solely as agent/intermediary in all matters related to organizing the congress, transport, hotel accommodation, services and facilities provided by other parties, firms, organizations or corporations and shall therefore not be liable for any loss, damage, injury, accident, inconveniences caused by strike, acts of war or any other circumstances.

Poster exhibition

Posters will be sited in Hall D2 where also the technical exhibition takes place. Information regarding poster format, set-up and dismantling has been sent to the authors along with their notification of acceptance and can also be found on the website.

Profit application

Whenever a profit is made from the World Meeting of Sexual Medicine, the revenues will a.o. be applied for scientific research, scholarships, support of research projects.

Registration area

All conference materials and documentation will be available from the conference registration counter located at the main entrance of the conference, the foyer of Hall D2 of the COEX. Separate registration desks are available for exhibitors/booth crew. Opening hours of the registration area:

Sunday, 26 September 2010 09.00 - 20.00 hours
Monday, 27 September 2010 07.00 - 18.30 hours
Tuesday, 28 September 2010 07.00 - 18.30 hours
Wednesday, 29 September 2010 07.00 - 18.30 hours
Thursday, 30 September 2010 07.00 - 12.30 hours

Time

South Korea Standard Time is 9 hours ahead of Greenwich Mean Time (GMT+9).

Tipping

Tipping is not necessary in Seoul, although a compulsory 10% service charge is added to the bill at some midrange and all top-end hotels and restaurants.

Venue

Coex is a prominent landmark in Seoul. Located in the central business area, it is a destination for business, culture, entertainment, and more. With a world-class convention and exhibition center, musical theater, Asia's largest underground shopping mall, restaurants and entertainment facilities, Coex is virtually a city within itself.

Visa

With a confirmed onward ticket, visitors from nearly all West European countries, New Zealand, Australia and around 30 other countries receive 90-day permits on arrival. Visitors from the USA and a handful of countries receive 30-day permits, while 60-day permits are granted to citizens of Italy and Portugal, and Canadians receive a six-month permit. About 30 countries -including the Russian Federation, China, India and Nigeria - do not qualify for visa exemptions. Citizens from these countries must apply for a tourist visa, which allows a stay of 90 days.

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ARRIVAL AT INCHEON AIRPORT

Almost all international flights arrive at Seoul Incheon Airport (ICN), 2850 Unseo-dong, Jung-gu, Incheon City 400-700, Korea. Website: www.airport.or.kr/eng. The full Incheon airport guide (recommended) is available for download through the following link on our conference website: www.issm2010.info/files/Incheon_Airport_Guide.pdf (7 MB, large download)

Incheon International Airport is the largest airport in South Korea, and one of the largest and busiest in the world. Since 2005, it has been consecutively rated as the best airport in the world by the Airports Council International and received the full 5-star ranking by Skytrax, a recognition shared only by Hong Kong International Airport and Singapore Changi Airport. The airport is located 70 km (43 mi) west of Seoul, the capital and largest city of South Korea. Incheon International Airport is the main hub for Korean Air and Asiana Airlines, but many international airlines offer direct flights into Incheon.

Information counters are situated on the first and third floor, in the boarding gate area and in the Transportation Center.

TRANSPORTATION

BETWEEN INCHEON INTERNATIONAL AIRPORT AND COEX/HOTELS:

Shuttle bus (recommended):

Most visitors choose to take an airport shuttle bus instead of a taxi. We recommend either the KAL Limousine Bus or the Korea City Air Terminal Limousine Bus. Both buses cost KRW 14,000 (approx. USD 13 / EUR 10), and it usually takes about an hour, depending on traffic conditions. The red KCAT Limousine Bus will bring you to the City Air Terminal at the COEX Center. The blue KAL Limousine Bus goes directly to many 4 and 5-star hotels throughout the city. Note that both the COEX InterContinental and Grand InterContinental Hotels are located at COEX. You can take these buses from the arrivals section at Incheon Airport. Employees at information desks will be happy to direct you to the appropriate departure area.

Taxi

If you take a taxi from the airport, we suggest that you take one from a designated taxi stand, and ask for a receipt. Luxury taxis are black in color and are higher-priced than the grey-color general taxis. Estimated charges for a taxi from Incheon to COEX are approximately KRW 50,000 (approx. USD 45 / EUR 33) for a general taxi and KRW 90,000 (approx. USD 81 / EUR 60) for a luxury taxi. The passenger will also be required to pay the road toll fee of approximately KRW 7,000 (approx. USD 6 / EUR 4½).

Car

The airport is connected to Seoul by the Incheon International Airport Expressway, incorporating a suspension bridge, which is the only road to the airport. An expressway toll is payable from/to both Incheon and Seoul.

Rail

The Airport Railroad Express (tel: (032) 745 7788; www.arex.or.kr) links Incheon with Gimpo Airport and local subway services into Seoul. Line 2 of the Seoul subway network connects you to the COEX when exiting at Samseong Station. The rail/subway map is available online at: <http://www.nsubway.co.kr/korea/seoul/seoulsubwaymapen.htm>

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ACCOMMODATION / HOTELS

Official ISSM 2010 Meeting Hotel

The official conference hotel is the COEX Intercontinental Hotel, a 5 star luxury hotel directly connected to the COEX conference venue. It offers a casino, a golf practice room, extensive services, and 3 restaurants. The Sky Lounge is on the 30th floor and serves European and pan-Asian cuisine; Asian Live offers live cooking stations; and Brasserie offers all day dining with à la carte menu specializing in French cuisine.

The guest rooms are air conditioned and include elegant furnishings and up-to-date video equipment. Many rooms offer views of the Seoul skyline. Facilities include a health and fitness centre that includes an outdoor Jacuzzi, an indoor pool, and relaxation areas with a large video screen. Conveniently book through the ISSM 2010 local office.

Full list of ISSM 2010 Meeting Hotels

No.	Class	Hotel	Room Type	Convention Rate	GOV.Tax & SVC	Breakfast	Distance from the venue	
1	SLDX ★★★★★	GRAND Intercontinental	Deluxe	255,000	Excl. (10%,11%)	22,000	5 min. walking	
			Junior	290,000				
2		COEX Intercontinental	Superior	230,000	Excl. (10%,11%)	22,000	5 min. walking	
3		Ritz Carlton Seoul	Superior	200,000	Excl. (10%,11%)	25,000	15 min. by car	
4		Lotte Hotel World	Standard	190,000	Excl. (10%,11%)	20,000	15 min. by car	
5		Renaissance Seoul Hotel	Deluxe	180,000	Excl. (10%,11%)	20,000	15 min. by car	
6		DLX ★★★★★	Ramada Seoul Hotel	Superior	143,000	Excl. (10%,11%)	20,000	10 min. by car
7			Bestwestern Gangnam	Deluxe	130,000	Excl. (10%,11%)	15,000	15 min. by car
8			Ellui Hotel	Standard	120,000	Excl. (10%,11%)	15,000	10 min. by car
9		Serviced Residence	Provista Hotel	Standard	130,000	Excl. (10%)	15,000	15 min. by car
	Deluxe			140,000				
10	IBIS Ambassador Gangnam		Standard	130,000	Excl. (10%)	17,500	10 min. walking	
11	Coatel Chereville		Deluxe	110,000	Excl. (10%)	11,000	15 min. by car	
12	Casaville Samsung		Studio DBL	80,000	Incl.	Incl.	10 min. by car	

Booking Procedure / Reservations

Individual reservations: please book on-line or download form at www.issm2010.info/sl/hotels.

Group reservations: please contact the ISSM 2010 local office MECI International:

Phone: +82 - 2 - 2082 - 2300 / Fax: +82 - 2 - 2082 - 2314

E-mail: issm2010@meci.co.kr

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ISSM 2010 GENERAL EXHIBITION INFO

LOCATION EXHIBITION AND FLOOR PLAN

The exhibition of the ISSM 2010 World Meeting takes place at **HALL D2** of the COEX Convention Center (for a Floor Plan of the exhibition: see attachment B). The ISSM 2010 Exhibition Hall is the main area where all booths are placed, the majority of the catering points, unmoderated posters, seating/lounge are, an internet cafe and an ISSM Information point.

COEX / DELIVERY OF MATERIALS (Also see page 17: Freight Forwarding & Customs)

Small shipments like advertising material, flyers, booklets, inserts, etc. can be delivered to COEX as from Monday September 13th, 2010. Please clearly mark your packages with **ISSM 2010 – Delivery to COEX Meeting Room 209** and use the contact/address as stated below.

Please note that these shipped items **must be manageable by one man**. Overweight items may prove hazardous, and the COEX may refuse to remove overpacked items. The maximum weight of a large package is 25 kilos; heavier shipments should be split over smaller more manageable packages.

Large shipments like booth construction material, equipment, machinery etc. can be delivered to COEX as from Friday September 24th, 2010. Please clearly mark your packages with **ISSM 2010 – Delivery to COEX HALL D2** and use the contact/address as stated below.

Contact details: Mr. James Jung, Senior Manager Venue Marketing Team
Coex, World Trade Center Samseong-dong,
Gangnam-gu, Seoul 135-731, Korea
Tel: +82-2-6000-1122
Fax: +82-2-6000-1303
E-mail: karmajin@coex.co.kr

Important note: due to the Korean Thanksgiving Holiday it is very important to contact COEX prior to your delivery by phone +82-2-6000-1122 (James, English speaking) or +82-2-6000-1147 (Korean speaking) in order for correct delivery of your materials!

CONTACT BOOTH CONSTRUCTION / AV / RENTAL

For ordering booth and/or audiovisual material please use Form A1 or contact the dedicated supplier **E-rencom** directly.

Contact details: E-Rencom
Mr. Sang Moon Heo
Mobile : 82 -10-4563-9143
Tel 82 2-466-7051
Fax 82 2-466-7708
E-mail : zizi1205@erencom.co.kr

CATERING

For over 90 years, Westin Chosun Hotel is the exclusive caterer for all Coex meeting rooms. Food is prepared in their on-site kitchens and brought to your meeting area. From coffee breaks and snacks to sumptuous banquets for thousands, they pride themselves on creating 5-star dining experiences, regardless of the style or scale of your catering activity (see attachment C1 Chosun Menu).

Contact details: Mr. Sang-Hun Kim, Account Director
The Chosun Seoul, Coex Convention Center
159 Samsung-Dong Gangnam-Gu
Seoul 135-090 Korea
Phone: +82.2.6002.7774
Fax: +82.2.6002.7100
Cell: +82.11.9911.2123
E-mail: hunny@chosunhotel.co.kr

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ISSM 2010 GENERAL EXHIBITION TERMS, CONDITIONS & RULES

Agreement to ISSM 2010 Terms, Condition and Rules

By exhibiting at the ISSM 2010 the Exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by the International Society for Sexual Medicine (ISSM) for the efficient and safe operation of the ISSM 2010 World Meeting (the Show), including, but not limited to, those contained in the Invitation to Corporate Sponsors & Exhibitors and the Exhibitor Manual.

Exhibit Construction and Design

(a) Neither the ISSM, nor the COEX (Venue), nor any officers, agents, employees or representatives of either of them, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

(b) The Exhibitor and its agents shall indemnify, defend and protect ISSM and the venue against, and hold and save ISSM and Venue harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, Conditions and Rules, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark.

Insurance

Exhibitors who desire insurance on their exhibits must place the same at their own expense. The ISSM does not carry insurance of any sort on the exhibit or other property of the Exhibitors and, as set forth in this contract, ISSM assumes no liability for loss or damage thereto from any cause.

Show Hours and Dates

Hours and dates for installing, showing and dismantling exhibits shall be those specified by ISSM further in this Exhibitor Manual. All exhibits must be open and staffed for business during exhibit hours, and no dismantling or packing may be started before the official close of the Show.

Licensing of Exhibit Space

The ISSM shall license the Exhibit Space to Exhibitor for the period of the Show, provided by the Venue and made available to ISSM. Such a license is made for the period of this Show only and does not imply that the same or similar space will be held or offered for future shows. ISSM reserves the right to terminate this Agreement, close the exhibit and remove the Exhibitor's property if ISSM determines, in its sole discretion that the Exhibitor is not eligible to participate in the Show or is in violation of any ISSM rules and regulations.

Exhibitor Responsibilities and Show Directory

The Exhibitor shall exhibit only its own products or services for which it is the duly authorized representative and shall cause all such products/services exhibited by it to be listed in the official Show Directory. In addition, principal(s) and/or employee(s) of the Exhibitor must be present in the Exhibit Space at all times during the open hours of the Show. The ISSM shall supply Exhibitor with the Manual and (b) publish the participation of Exhibitor in the Show Directory. ISSM shall not be responsible for errors or omissions in the Show Directory.

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Assignment of Exhibit Space

The Exhibitor shall not assign or sub license to a third party its rights hereunder to the exhibit space, or any portion thereof, without the written consent of the ISSM, which the ISSM may withhold in its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee or sub licensee and all its representatives.

Sale or Transfer of Exhibitor's Business

In the event of the sale or transfer of a substantial portion of the assets of Exhibitor's business, or of the controlling stock interest in Exhibitor's business, or in the event of a substantial change in management of the Exhibitor, the ISSM may, at its option, terminate this agreement.

Displays and Decorations

Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise, equipment, trunks, cases or packing materials shall be left in any aisle. No trunks, cases or packing materials shall be brought into or out of the Exhibit space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the Exhibit Space or projected above or beyond limits of Exhibit Space.

Fire Rules

The Exhibitor shall not pack merchandise in paper, straw, excelsior or any other flammable material. No cartons shall be stored in the Venue during the Show. The Exhibitor shall use no flammable decorations or covering for display fixtures, and all fabrics or other material used for decoration or covering must be flame retardant. During the meeting a security officer will be verifying if all fire prevention rules are followed up correctly.

Observance of Laws and Rules

The Exhibitor must comply with all laws, rules, regulations and ordinances of federal, state and local government authorities, and all rules of the Venue.

Exhibitor Conduct

The Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of the ISSM is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. The ISSM, in its sole discretion, may withdraw its consent at any time, in which event the Exhibitor shall terminate such activity forthwith. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space.

The Exhibitor shall refrain from any action that will distract attendees from attendance at the Show during open hours. The Exhibitor shall not enter into another exhibitor's space without invitation or when unattended. Neither the Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste. Any dispute between Exhibitors, or any issue with respect to interpretation of these terms, conditions and rules for Exhibitor conduct, shall be brought promptly to the attention of the Floor Manager or authorized ISSM official, whose decision shall be final and binding on all parties.

Photographs

Other than the Exhibitor's own Exhibit Space, no photographs of Exhibit Spaces or merchandise shall be taken without the prior written consent of the ISSM or the Exhibitor involved.

Playing or Reproduction of Music

The Exhibitor shall not provide or permit the playing or reproduction of music in any form or at any time unless

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(a) the music is copyrighted, the Exhibitor shall in advance obtain, and provide a copy to ISSM of, a written license to perform said music at the Show from the owner of the copyright of said music, and (b) the music is believed to be copyrighted or not, the Exhibitor shall obtain in advance from the ISSM a written consent to the providing of such music by the Exhibitor.

The Exhibitor specifically agrees that in the absence of full compliance with (a) and (b) above no music whatsoever, in any form, will be provided or permitted by it, and in the event of any copyright infringement question arising with respect to the use by Exhibitor of music, all of the provisions of Paragraph 2(b) hereof will be applicable.

The ISSM shall have the power to make any reasonable settlement, without the consent or approval of the Exhibitor; to resolve any dispute which may arise between ISSM and anyone claiming to enforce a copyright, which settlement shall nevertheless be binding on the Exhibitor insofar as holding the ISSM harmless and indemnifying the ISSM are concerned.

The Exhibitor expressly agrees that the ISSM may, at the Exhibitor's expense, take any legal action, including summary action, appropriate to ensure compliance by the Exhibitor with these provisions, including the obtaining of an injunction against the Exhibitor.

Use of Space

The Show is held primarily for the education of sexual medicine specialists and allied professionals. In keeping with the educational purpose of the Show, the Exhibitor may take orders for products and services at its own Exhibit Space, however, in keeping with the trade show character of the Show, products or services for which orders are taken must be delivered by the Exhibitor to the purchaser at the close of the Show and not during the Show.

Closing of Exhibit

If the Exhibitor is the subject of a labor or similar dispute resulting in picketing or overt demonstration in or near Venue, the ISSM reserves the right to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the exhibit space.

The ISSM shall be entitled to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the Exhibit Space at any time for failure by the Exhibitor or its duly authorized assignee or any of its officers, agents, employees or other representatives to perform, meet or observe any Terms, Conditions and Rules set forth herein, and such Exhibitor shall not be entitled to a refund of any payment.

Future Shows

In addition to the ISSM's right to terminate this Agreement, close the exhibit and remove the Exhibitor's property as provided for in Paragraph 8 hereof, the ISSM in its sole judgment, may refuse to consider the Exhibitor for participation in future shows with which the ISSM is involved if the Exhibitor violates or fails to abide by all Terms, Conditions and Rules set forth herein.

Inability to Hold Show

If, because of war, fire, strike, terrorist acts, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of the ISSM, the Show or any part thereof is prevented from being held, is cancelled by the ISSM, or the Exhibit Space becomes unavailable, the ISSM, in its sole discretion, shall determine and refund to the Exhibitor a proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by the ISSM and reasonable compensation to the ISSM, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid.

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Housing

By having signed the Exhibitor Application this indicates the exhibitor's agreement to comply with all ISSM policies, including policies regarding housing. The exhibiting company is responsible and accountable for the actions for its staff and any appointed contractor or vendor.

Jurisdiction

Each party hereto consents to the jurisdiction of the courts of the State of California for enforcement or interpretation of this Agreement, and further consents to service of process in accordance with the California Rules of Procedure.

Governing Law

This Agreement, having been executed in the State of California, shall be governed by and construed and enforced in accordance with the Laws of the State of California as if it is an agreement made and to be performed entirely within such State. This Agreement may not be amended or modified except by a written communication by the ISSM.

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EXHIBITION INSTALLATION/CONSTRUCTION

Installation

- Saturday, September 25th, 2010 07:00 – 19:00 hrs
- Sunday, September 26th, 2010 07:00 – 18:00 hrs

Please note that the Welcome Reception begins at 19.00 hours and takes place at the Exposition Area as the official opening of the exposition.

Exhibit Schedule

Preliminary opening hours of the exhibition are:

- Sunday, 26 September 2010 19.00 - 20.00 hours (official opening/welcome reception)
- Monday, 27 September 2010 09.00 - 17.00 hours
- Tuesday, 28 September 2010 09.00 - 17.00 hours
- Wednesday, 29 September 2010 09.00 - 17.00 hours

Dismantling:

- Wednesday, September 29th, 2010 17:00 – 18:00 hrs
- Thursday, September 30th, 2010 07:00 – 13:00 hrs

Booth Construction

The maximum height allowed is 4,00 meter / 13 feet. No booth may exceed these limits unless prior written authorization has been issued by the organization. It is forbidden to make holes, cut, break, weld, use nails, screws or glue or otherwise damage the existing facilities (walls, doors, columns, piping, ventilation devices, carpeting, etc.). It is forbidden to secure or tie any element to the walls, ventilation grids, smoke detectors, water pipes and sprinklers. It is forbidden to attach any exhibit or advertisement material to the existing ceiling. However, light material including banner, etc. may be installed by obtaining the prior approval in writing has been issued by the organization.

Booths may only be constructed with dry materials. No bricks, sand, lime, plaster, earth, water, etc. may be used. Existing structures or installation may not be used to support stands and/or equipment. The cost of repairing any damage caused to the existing structure or to the building as results of the violation of this provision shall be paid by the exhibitor.

Exposed or unfinished sides and/or exhibit backgrounds must be draped or painted to present an attractive appearance. The surface of material shall not be painted at the field, unless prior approval has been given in inevitable case.

Inflammable materials, such as jute, crepe paper, cardboard, corrugated board, natural fiber mats, inflammable plastic materials etc. shall not be used to construct or clad stand, not for decorative purposes.

No work in the booth is permitted after the exhibition is opened (Opening of exhibition: Friday evening 19.30 hours).

Utility Installation

Utility includes electricity, telephone line, water & drainage, compressed air, and LAN. Exhibitors can use the application form for Utilities Service (see attachments) to order.

EXHIBITOR MANUAL

Electrical Installation

Electrical installation means the work of wiring between existing facilities and individual stands, which will be exclusively executed by a dedicated company contracted by the organization and approved by the COEX. All installation work should be performed by approved contractors and completed during the installation period. If exhibitors wish to perform installations by themselves or to select their own service companies, the exhibitors should report this to the organization.

If you require electricity, 60Hz single-phase 2-wire AC (220V) or three-phase 2-wire AC (220V or 380V) can be ordered using Form A2. If exhibitors need power supplies other than those specified to operate their exhibits, exhibitors shall install transformers or transducers at their own expense.

The exhibitors are required to report the needed electric capacity including electricity for lighting and power generator. If exhibitors fail to report the exact capacity of electricity they need, they will need to make an additional application for the shortage of the electricity. This is designed to prevent accidents and to maintain safety of the show. Any exhibitors, who are responsible for fire caused by an electricity overload, will have to compensate the Show/Venue and/or the victims for the damages adequately.

The exhibitors are responsible for taking security measures in order to prevent any loss during the show.

Power Supply

Starting from Saturday Sept. 24th, 2010, power supplies will be constantly provided to exhibitors on a limited basis, from 30 minutes before the opening time to 30 minutes after the closing time every day during the show. You must install self-safety equipment when you exhibit sensitive equipments. Each day, the electricity supply for the booths will automatically be cut off 30minutes after the show is over. If you want 24-hours of the supply, you must indicate this on the utility application form A2 by Sept. 1st, 2010.

Telephone & Internet Access

Local or overseas telephone line and Internet (wired LAN or WIFI) can be ordered by indicating this on the application form A2.

Audiovisual Equipment and Furniture

All audiovisual equipment and furniture can be ordered through E-Rencom, the official ISSM 2010 supplier. Contact person at E-Rencom is Mr. Sang Moon HEO. Phone nr. +82 2-466-7051, cell phone: +82 -10-4563-9143, fax nr. +82 2-466-7708, e-mail : zizi1205@erencom.co.kr, To order AV materials and/or furniture please use form A1.

Damage responsibility

Exhibitors will be held liable for the cost of all damages caused by their own actions. An insurance to cover eventual damages is highly recommended.

Airco, Stairs, Service Openings in Floors, Fire Alarms, Hydrants, Exit Signs

The air vents must be clear of any obstacles. All elements must be placed no closer than 1 m. Trap doors and other service openings in floors must be clear at all times. Exhibits must not block aisles and fire exits. Fire Alarms, Hydrants, Exit Signs will not be masked, obstructed, moved, altered or covered up.

EXHIBITOR MANUAL

Signs

Exhibit signs, displays or other advertising materials are only allowed to be displayed within the rented dimensions of your booth and are not allowed in any public space or anywhere else within the premises of the Congress Venue.

Security

The Organization will appoint general security personnel, who will be responsible for keeping order and dealing with unexpected events, but will not be held responsible for thefts or robberies. While the exhibition is closed, no personnel other than security staff and registered staff of exhibitor companies will be allowed into the area. Personnel in charge of general security shall be entitled to check vehicles carrying exhibit material and parcels entering or leaving the exhibition areas.

Accident

In the event of an accident as a result of a demonstration, the Exhibitor concerned must immediately carry out all necessary measures and accept responsibility for the settlement of all matters concerning the accident.

Police regulations, fire regulations and other official regulations are to be observed at all times, including the installation and dismantling of exhibits.

Insurance

Neither the Organizers nor the COEX nor the contractors will be responsible for the safety of any exhibit or property of the Exhibitors or of any other person; nor for the loss or damage or destruction of any exhibit or property of the Exhibitors due to theft or fire or any other cause whatsoever; nor for any loss or damage sustained by the Exhibitors by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, strikes or lockouts, explosion, nor any other cause whatsoever beyond the control of the Organizers or the Exhibition Hall. As no insurance coverage is provided, Exhibitors are responsible for the safety of their products, displays and booths. During both move-in and move-out period, no material should be left unattended at any time.

Packing materials

Exhibitors are wholly responsible for the delivery of packages to their booths and also for their removal. Packing material must be removed from the Exhibition area before the beginning of the Exhibition, at the sole expense of the Exhibitor. Packing material will be readmitted when the booth is dismantled. Any materials left in the aisles will be removed by the Organization and destroyed.

Storage

Exhibitors are requested to make their own arrangements for additional space in order to store their material if this is necessary. However, part of Hall D2 will not be used for exhibition and will be separated from the exhibition by a division wall. The area behind the division wall may be used for exhibitors to store their (packing) materials/cases etc.. Under no circumstances, will packing materials of any kind be left in the aisles or inside the booths.

Booth Cleaning

The organizers will ensure that the exhibition room and the aisles are cleaned regularly. The Exhibitors will be responsible for the cleanliness and tidiness of their booth space during the Exhibition, and during move-in and after moving-out.

EXHIBITOR MANUAL

Freight Forwarding & Customs

Exhibitors are responsible for all aspects of shipment, including customs brokers and customs clearances. Exhibitors should have their goods according to deadlines dates and shipping documentation to be sent in advance.

Exhibitors may choose their own freight forwarder and must make their own arrangements for the temporary admittance of goods. All expenses related to these arrangements are for the sole expense of the Exhibitors. The Organizers will assume no responsibility or liability for these expenses, or taxes, or materials held in customs and not cleared in due time. In order to make this a smooth and simple procedure for Exhibitors, please contact on of the following designated service providers for custom clearance and freight:

Vendor	Address	Phone No.	E-Mail	Homepage
MIRIM E & F CORP.	166-7, SAMSUNG-DONG, KANGNAM-GU, SEOUL	82-2-569-7711	ben@mirimenf.com	http://www.mirimenf.com
EXPO LOGIS INC.	Trade Tower Rm4002, World Trade Center, Samsung-dong, Gangnam-gu, seoul, Korea	82-2-551-5800	jokim@expologis.com	http://www.expologis.com
EPLUS EXPO INC.	150-14 SAMSUNG-DONG, GANGNAM-GU, SEOUL KOREA	82-2-566-0089	info@eplusexpo.com	http://www.eplusexpo.com
KEMI-LEE	E-YON BLDG 5F, 157-22 SAMSUNG- DONG, GANGNAM-GU, SEOUL, KOREA	82-2-561-5269	superlee@kemi-lee.co.kr	http://www.kemi-lee.co.kr
KOREA EXPRESS CO.,LTD.	58-12, Seosomun-Dong, Chung-Ku, Seoul, Korea	82-2-6919-6750	dhlee@korex.co.kr	http://www.korex.co.kr
Sunjin Shipping & Air Cargo Co.,Ltd.	44, Chonho-Dong, Gangdong-Gu, Seoul, Korea	82-2-2225-9541	expo@sunjinsa.co.kr	http://www.sunjinsa.co.kr
Agility Fairs&Events Logistics (KR) Ltd.	2-5F, Yeollin Bldg, 1666-3 Seocho- Dong, Seocho-Gu, Seoul 137-070 Korea	82-2-539-9413	otauschke@int.geo- logistics.com	http://www.agilitylogistics.com
ORIENT SHIPPING CO., LTD.	16Floor, SungJI Bldg, Dohwa-Dong, Mapo-Gu, Seoul, Korea	82-2-716-0064	sehohong@orientship.co.kr	http://www.orientship.co.kr

It is the Exhibitors' responsibility to ensure that their exhibits are covered by adequate insurance for the shipment to, duration, re-packing and re-export from the Exhibition.

Exhibitors must make arrangements for temporary admittance imports of equipment. The Organization assumes no responsibility for temporary admittance or importation of equipment by exhibitor companies. All expenses connected with these arrangements are payable exclusively by the exhibitor.

Fire & Dangerous Materials

Emergency exits must remain clear at all times as well as room entrances in order to allow a quick evacuation in case of an emergency. Artificial smoke for special effects is not allowed since this may activate the sprinkler system. No naked lights and lamps or temporary gas devices may be used in the Exhibition Hall. No explosives, petrol, dangerous gases or highly inflammable substances are allowed in the halls. Use of containers with pressure gas or liquid bottles shall be subject to approval by the exhibition Management and the competent authorities. No motors, engines, contrivances or power-driven machinery may be used without adequate protection against fire risk. No exhibits, working demonstrations or special displays, such as lasers, which involve substances of a dangerous flammable or objectionable nature may be brought into the Exhibition Hall without prior written consent.

EXHIBITOR MANUAL

Delivery Exhibits Materials & Equipment

No material will be admitted through the main access to the Convention Center which are only to be used for individuals and luggage. Please bear this in mind in order to avoid conflicts with incoming vehicles. Vehicles exceeding the maximum height will have to unload on the street. As access to the Exhibition is restricted, all exhibitors and constructors delivering exhibits, equipment or materials are required to report on arrival.

When delivering special machinery or equipment, the Exhibitor will submit a form with a description of such machinery or equipment to the Event Security Officer at the entrance. This form must be completed in duplicate, one copy for the control of the Event Security Officer and the other, duly signed, will remain with the Exhibitor in order to allow the exit of such goods or machinery. This form only refers to the entry and exit of material to and from the Exhibition Hall and it will in no way be deemed as insurance of said machinery or goods. Exhibitors requiring special equipment to lift or remove their goods must arrange this service with the Official Freight Forwarder .

For shipping/address instructions: please see page 10.

Catering (Food & Beverages)

Catering on the exhibit floor and the hospitality rooms will have to be arranged through CHosun Catering. Chosun Catering offers the opportunity to order Food and Drinks for your booth. The ISSM Organization must be notified of any distribution of food and beverage in the Exhibit Hall.

Catering supplier details: please see page 10.

Temporary Personnel

Should Exhibitors wish to hire personnel for the booth, please contact the ISSM Office.

Distribution of Promotional Material

Distribution of promotional material is allowed exclusively within the leased space.

Marketing of any products in any part of the Exhibit Hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited.

Selling at Exhibition Booth

Selling is prohibited in the Exhibit Hall. Product order forms may be distributed, but no cash, checks, credit card information or other methods of payment can be accepted by the Exhibitor.

Food and Drink Sampling

Should the client offer food or drinks for sampling, this must be notified to Chosun Catering and to the organizers in advance. Applicable charges will have to be settled directly with Chosun Catering.

Catering supplier details: please see page 10.

Subletting of Exhibit Space

Subletting of exhibit space is not permitted. Sharing of exhibit space is not allowed unless it is within divisions of the same company.

EXHIBITOR MANUAL

Liability

ISSM, the ISSM Organization, MECI, the COEX shall not assume any:

- Liability for the safety of the stand construction nor for the erection of the stand and its equipment and/or furnishings.
- Responsibility whatsoever for objects of any kind (machinery, devices etc.) that are brought into the COEX.

The exhibitor shall carry out immediately and prior to the beginning of the exhibition (at any rate prior to a next inspection by the authorities) any structural or other alterations of the stand equipment and furnishings, as well as specific operating measures that the authorities –in the course of mandatory inspection to any exhibition- may request in the interest of the attending public.

The Exhibitor Manager will supervise, alter, prohibit and/or close down any booth, which does not comply with these regulations.

The Organizers reserve the right to alter the layout, plans and disposition of stands if, in their opinion, this is advisable from the point of view of the whole Exhibition.

At all times, all hall entrances and exits, including emergency exits, passageways and accesses, staircases, etc. shall be kept free and clear of any obstacles over their full width and shall not be locked.

EXHIBITOR MANUAL

EXHIBITORS

Exhibitors badges

Booth size:	Included:	Optional Extra Badges (max):
6 m2 & 8 m2	3 exhibitor badges	2 exhibitor badges
10 m2 & 12 m2	5 exhibitor badges	3 exhibitor badges
20 m2	10 exhibitor badges	5 exhibitor badges

Badges are only to be used by company employed booth crew members and cannot be transferred to other persons. All badges are personified.

Optional extra badges

You may order extra exhibitor badges at EUR 250 per booth crew member up to the indicated maximum (see above). More badges than the maximum allowed number of extra badges will be charged at the normal delegate fee. All badges are personified and cannot be transferred.

Registration Vouchers

You can order vouchers for delegate (group) registration from the ISSM 2010 Registration Office. With a minimum purchase of 10 vouchers for registration, you will take advantage of the reduced pre-registration rates. The names of your attendees should be provided no later than 15 September 2010. No refund will be granted for cancellation of voucher for registration.

Exhibit Directory

Each exhibiting organization will be listed in the ISSM 2010 Exhibit Directory which is incorporated in the Final Program, including a description of the products and/or services the organization provides. The Exhibit Directory will be distributed to each congress delegate (please complete FORM A3 to provide us with your information).

Additional Information / Questions

If you need additional information and/or have questions that remain unanswered, please don't hesitate to contact us.

Contact persons:

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