



# LONDON

INFO INTERNATIONAL

6-7 December 2016

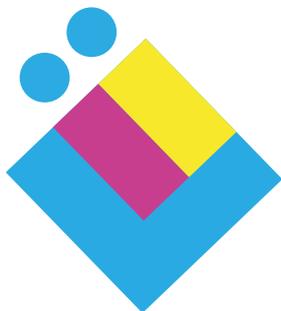
ExCeL, London



INSIGHT ♦ INSPIRE ♦ INNOVATE

**EXHIBITION BROCHURE**

[londoninfointernational.com](http://londoninfointernational.com)



# WELCOME TO LONDON INFO INTERNATIONAL 2016

6-7 December  
ExCeL, London, UK

## London Info is back – bigger and better than ever!

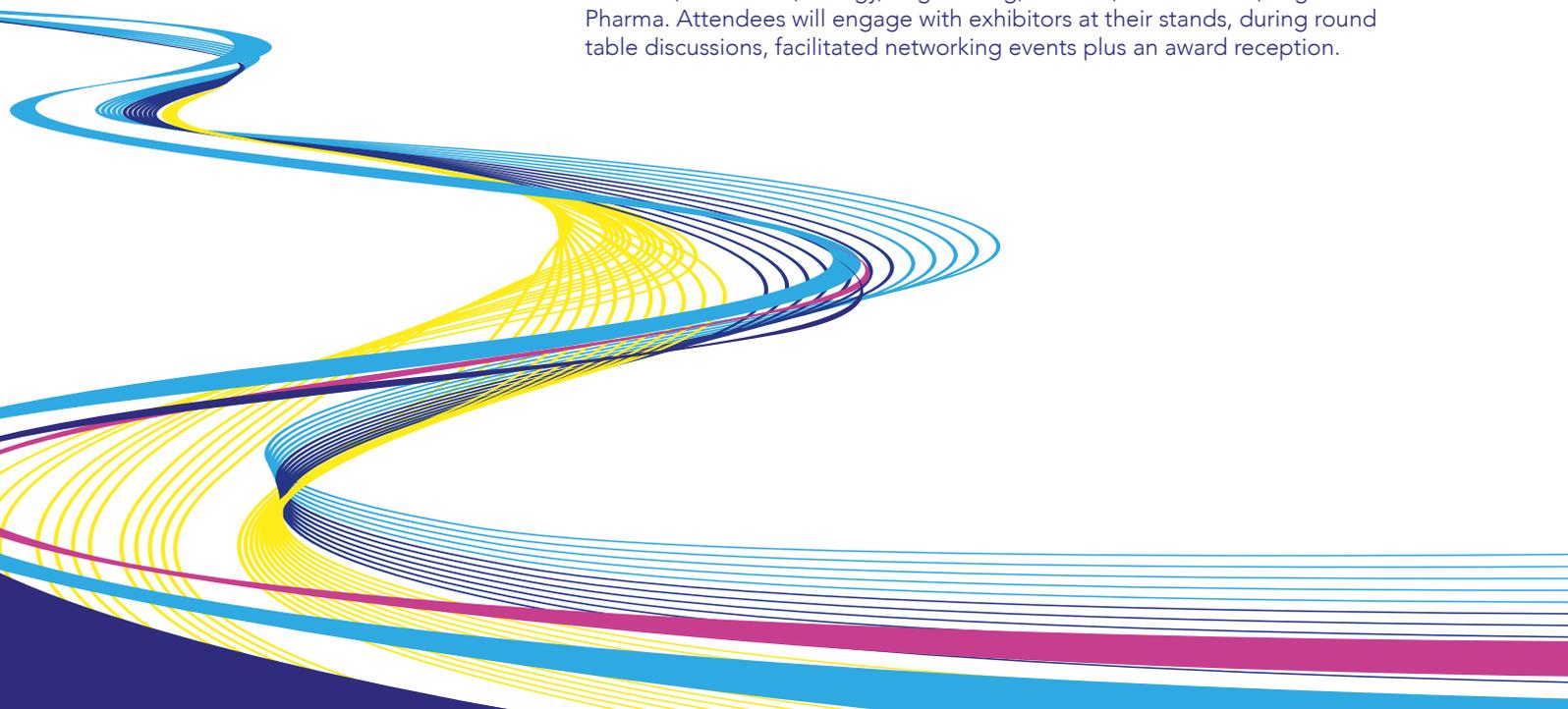
The information industry is one of the most dynamic sectors of the 21st century. It impacts all aspects of human endeavour – its value transcends every form of business, research, medical breakthrough, mission to space – and back – it helps drive innovation around the globe. Yet, until now, there is no one single event that connects all forms of information and brings together all those involved – under one roof. Engage over two days with others who create, publish and rely on information every day to drive their organisations.

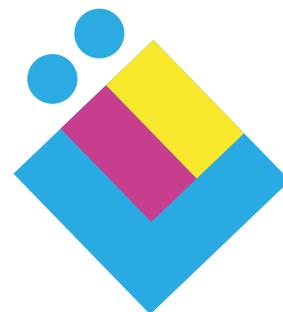
## LII – Innovation through Information

London Info International (LII) creates a platform upon which the key players in the information industry can meet, network and ultimately do business. This two-day event will consist of:

- ◆ **Conference** – a paid-for multi stream conference programme that will attract high-level and influential delegates from around the world
- ◆ **Free Seminar Programme** that will be staged throughout the exhibition on the show floor. These sessions will offer a free education programme that will attract high-calibre exhibition attendees – including decision-makers, budget holders and key influencers
- ◆ **Exhibition** made up of the world's leading content providers, technology companies, workflow solution providers, data analytics specialists, copyright brokers and search and aggregation providers
- ◆ **Product Showcases** – an opportunity to present and demonstrate the very latest products, tools, content and technologies
- ◆ **Additional Educational and Commercial Event Features** will include speed networking opportunities, a start-up/industry disruptor zone, a series of events run by specially-invited industry associations, cocktail receptions and gala dinner

This event will attract thousands of UK and international attendees from corporations – representing all major sectors, plus government, research and academia. Attendees are senior staff, key end-users, influencers and decision-makers with budget responsibilities. They will include department heads across all functions (R&D, finance, IT, procurement, etc.) plus information brokers, librarians and licensing managers. Market sectors will include Banking, Business, Education, Energy, Engineering, Finance, Government, Legal and Pharma. Attendees will engage with exhibitors at their stands, during round table discussions, facilitated networking events plus an award reception.





## KEY REASONS TO EXHIBIT AT LONDON INFO INTERNATIONAL 2016

### Why exhibit or sponsor?

- ◆ Meet with prospective customers
- ◆ Strengthen relationships with existing customers and suppliers
- ◆ Discover and contribute to new developments in the Info Industry
- ◆ Meet companies and new business partners to enhance your organisation's profile
- ◆ Conduct business – close deals
- ◆ Broaden awareness of your brand
- ◆ Understand the industry, where your risks are, who to speak to
- ◆ Engage directly with your marketplace
- ◆ Optimise sales and lead generation

### What we offer to help you achieve this:

- ◆ A dedicated stand or sponsor package in the biggest and best purpose-built event centre in London
- ◆ A carefully crafted marketing campaign throughout 2016 to your target audience
- ◆ Highly relevant attendees – including decision-making department heads, information managers, specialist librarians, researchers, buyers and procurement professionals
- ◆ Attendees from the broadest range of market sectors that collectively spend hundreds of £millions on information products. Hundreds of universities, academics and hospitals; financial organisations such as Investec, the Bank of England, HSBC, Morgan Stanley; Pharma, Animal Health and International Research Centres, including Astex, Celgene, Eco, MHRA, GSK, AZ, Novartis, UCB; plus others from legal, including the Law Society, Clifford Chance, Linklaters, Cleary Gottlieb and energy companies such as Shell, Statoil...
- ◆ A core paid-for conference designed to attract the highest calibre delegates
- ◆ Complimentary conference delegate passes for some sponsor levels
- ◆ Free exhibition entry for pre-registered attendees
- ◆ Opportunities to engage with attendees through dedicated product showcase or showfloor seminar options
- ◆ Vertically themed sessions for specific information communities
- ◆ A state-of-the-art exhibitor floor designed with maximum engagement opportunities in mind
- ◆ A disruptor/innovator zone for start-ups and those publishers seeking to engage with them

**Insight**   
**Inspire**   
**Innovate** 



# EXHIBITOR PRICING AND PACKAGES FOR LONDON INFO INTERNATIONAL 2016

## Exhibitor Packages

### Entry Level

#### Shell Scheme Only – 2m x 2m

100 free entry exhibition tickets: includes stand with fascia name board. Exhibitor guide entry – web, hardcopy and app. entry. Press release posting. Social media promotion.

**£1,800 + £250 (lights, electricity and furniture)**

### Double Stand

#### Shell Scheme Only – 4m x 2m

250 free entry exhibition tickets: includes stand with fascia name board. Enhanced exhibitor guide entry – web, hardcopy and app. entry. Press release posting. Social media promotion.

**£2,950 + £350 (lights, electricity and furniture)**

### Silver Sponsor

#### Includes 10 sq metre stand

500 free entry exhibition tickets: includes stand with fascia name board (shell only). Enhanced Exhibitor Guide entry – web, hardcopy and app. entry. Press release posting. Social media promotion. Banner advertising on LII website. Quarter page advert in printed show guide. Two showfloor seminars on main hall stages, plus one post-show e-shot to the entire LII database of over 30,000 contacts.

**£3,950**

### Gold Sponsor

#### Includes 15 sq metre stand

1000 free entry exhibition tickets: includes stand with fascia name board (shell only). Enhanced exhibitor guide entry – web, hardcopy and app. entry. Placement in the conference delegate bags. Press release posting. Social media promotion. Banner advertising on LII website. Half-page advert in printed show guide. Two show-floor seminars on main hall stages. One free conference delegate pass. Access to the Info International Speaker Lounge. One pre- and one post-event e-shot to the entire LII database of over 30,000 contacts.

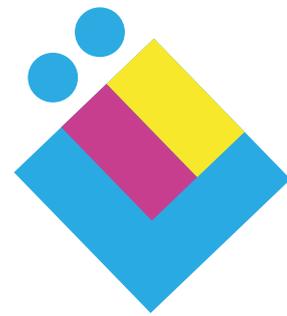
**£7,950**

### Platinum / Headline Sponsor

#### Includes 20 sq metre stand

2000 free entry exhibition tickets: includes stand space. Enhanced exhibitor guide entry – web, hardcopy and app. entry. Placement in the conference delegate bags. Press release posting. Social media promotion. Banner advertising on LII website. Full page advert in printed show guide. Two show-floor seminars on main hall stages. Two free conference delegate passes. Access to the Info International Speaker Lounge. One pre- and two post event e-shots to the LII database of over 30,000 contacts. Full logo and link recognition on all LII promotional materials including all show materials and conference presentation materials.

**£11,950**



# EXHIBITOR PRICING AND PACKAGES

## **Info International Speaker Lounge**

For invited guests only, including speakers, VIPs, etc. – provides a quiet working and/or networking space, sofas, number of tables and chairs. Complimentary tea, coffee, water, soft drinks. Plus the opportunity to hold a reception for up to 100 guests at the end of day one. Opportunity to brand the outside of the area / walls, plus entry on website and LII printed brochures.

**£6,450**

## **Bespoke Additional Opportunities**

**(price on application)**

Receptions, Conference Dinner, Disruptor / Start-up zone, Website, Banner Ads, Delegate Exhibition Bags

## **Stand Space Charges**

**Shell Scheme - £450 per sq. metre**

**Space only - £400 per sq. metre**

## **Attendee and Delegate Rates**

**Pre-registered exhibition attendees: free entry**

**Entrance on the day (non-pre-registered): £25.00**

**Conference Delegates (2-day pass): £595**

**London Info International** is brought to you by Info International Ltd in order to connect those who produce the world's leading scholarly, research and professional information – plus information workflow tools – and those organisations that purchase and consume hundreds of millions of pounds on information products. Events are centred around a high-level paid-for conference and a free content-rich education programme that appeals to the key consumers of exhibitors' content: specialist librarians, information scientists, procurement, large R&D-centric corporations such as Pharma, Biotech, Legal, Oil and Gas, Technology companies, etc. Each aspect of the event – exhibition, vendor education programme and paid-for conference – complements one another, creates attendee engagement across each market sector and helps enable new business.

[londoninfointernational.com](http://londoninfointernational.com)



**LONDON**  
INFO INTERNATIONAL

# EXHIBITION FLOOR PLAN

6-7 DECEMBER 2016  
ExCeL, London

**EXCEL**  
LONDON

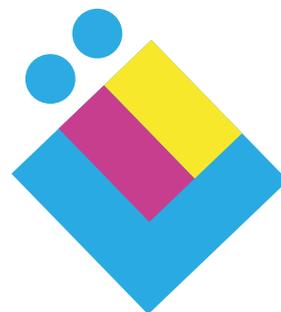
	5 stands of 20m <sup>2</sup> (4x5)
	10 stands of 15m <sup>2</sup> (3x5)
	15 stands of 10m <sup>2</sup> (4x2.5)
	31 stands of 8m <sup>2</sup> (4x2)
	42 stands of 4m <sup>2</sup> (2x2)



“ We are delighted to be hosting **London Info International 2016** at ExCeL London, which provides a first-class exhibition, conference and visitor experience. There are numerous hotels within walking distance plus excellent transport connections for international and domestic visitors. City airport is just five minutes away and there are three onsite train stations, plus car parking and cycle facilities. And in the evening there are numerous restaurants, bars, markets, quirky shops, museums, parks and historical places for visitors to explore during the festive season. ”

Philip Ditchfield, Founder London Info International

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**Order your stand and sponsorship by completing this form:**

Post: Info International Ltd, 33 Braybrooke Road, Wargrave, RG10 8DU, UK  
Email: sales@info-international.co.uk  
Office: +44 (0)1628 947210

**EXHIBITOR DETAILS**

Company Name: .....  
Stand Name: .....  
(if different from company name)  
Address: .....  
Postcode: ..... Country: .....  
Authorised Contact: ..... Website Address: .....  
Tel: ..... Email Address: .....  
Mobile: .....

(Invoice details if different from Exhibitor details)

Company Name: .....  
Address: .....  
Postcode: ..... Country: .....  
Contact: .....  
Tel: ..... Email Address: .....  
Mobile: .....

**BOOKING DETAILS**

<b>The exhibitor hereby orders</b>	<b>Type of stand/sponsorship:</b>	<b>Payment details</b>
Stand no: .....	Entry level (£1,800) <input type="checkbox"/>	Payment to be transferred to:
Stand Cost: £ .....	Entry level lights, electricity and furniture (£250) <input type="checkbox"/>	<input type="checkbox"/> Nat West Bank
VAT: £ .....	Double Stand (£2,950) <input type="checkbox"/>	Account name: Info International Ltd.
<b>Total Cost: £ .....</b>	Double stand lights, electricity and furniture (£350) <input type="checkbox"/>	Account number: 62366394
	Silver Sponsor (£3,950) <input type="checkbox"/>	Sort code: 60-15-07
	Gold Sponsor (£7,950) <input type="checkbox"/>	Swift code: NWBK GB2L
	Platinum Sponsor (£11,950) <input type="checkbox"/>	IBAN number: GB 80 NW BK 601507 62366394
		<input type="checkbox"/> 100% of stand fee will be invoiced immediately and full payment is due within 30 days.

Cancellation charges: The exhibitor is liable for and shall forfeit 100% of the stand rental together with the full cost of any additional services ordered.  
(Total cost shall be the amount set out on this order form)

**HEALTH & SAFETY CONTACT**

All exhibitors are required to nominate a member of staff to be responsible for Health & Safety matters during the exhibition, including during build up and breakdown. A second name should be provided wherever possible to ensure that in the event of an emergency a contact is available at all times. Any subsequent changes to personnel must be advised.

Name ..... Tel ..... Email .....  
Name ..... Tel ..... Email .....

**EXHIBITOR'S DECLARATION**

I am authorised to certify on behalf of the exhibitor that: The exhibitor and his agents will abide by the London Info International Exhibition Policy Rules and Regulations (see overleaf for details), the Conditions of Participation and Technical Regulations, the Regulations of the Local Authority, The Exhibition Facility's Rules and Regulations and all relevant Health & Safety Regulations:

Name ..... Tel ..... Email .....  
Signature ..... Date ..... Position .....

## EXHIBITOR TERMS AND CONDITIONS

### 1. APPLICATION AND AGREEMENT

- 1.1. To indicate your intention to take part in the event, you must return to us a completely filled in form with your legally binding signature
- 1.2. By signing and returning the form, you acknowledge that the Exhibitor Terms and Conditions of Participation and the Technical Guidelines outlined in the Exhibitor Manual are binding for your company as part of the contract.

### 2. ALLOCATION AND LICENCE OF STAND SPACE

- 2.1. The Stand Space is licensed to the Exhibitor (in common with the Organiser and all others authorised by the Organiser) on a non-exclusive basis in accordance with this Agreement. The term of this licence shall be for the duration of the Exhibition (and for such reasonable time spent in promptly removing the Exhibits and marketing material from the Stand Space after the Exhibition has concluded or until the licence is otherwise terminated or cancelled in accordance with this Agreement.
- 2.2. The Exhibitor is not permitted to sub-license the Stand Space allocated to it, either wholly or in part, or otherwise part with or share possession of all or any part of the Stand Space without the prior written consent of the Organiser
- 2.3. The Organiser will use reasonable endeavours to notify the Exhibitor of any changes or alterations to the Stand Space, its location or the Exhibition as a whole which materially and detrimentally impact on the Exhibitor's rights under this Agreement. The Exhibitor acknowledges and agrees that such changes and alterations may be required to be made by the Organiser to benefit and safeguard the value of the Exhibition as a whole, to the potential detriment of any individual Exhibitor(s).
- 2.4. The Organiser reserves the rights to determine, and if it deems necessary, alter at its sole discretion:
  - 2.4.1. the location and/or size of the Venue;
  - 2.4.2. the opening hours for the Exhibition;
  - 2.4.3. the term or duration of the Exhibition;
  - 2.4.4. the date or dates on which the Exhibition is to be held;
  - 2.4.5. the Stand Space allocated to the Exhibitor and its location;
  - 2.4.6. the layout of the Exhibition generally;
  - 2.4.7. the entrances and exits to and from the Exhibition; and
  - 2.4.8. any and all other technical or administrative details in respect of the Exhibition.

### 3. FEES AND PAYMENT

- 3.1. The Exhibitor agrees to pay the total stand space fee in accordance with the amounts and payment terms set out in the Contract Form.
- 3.2. Unless otherwise agreed by the parties and stated on the Contract Form, Fees shall be paid by the Exhibitor within 30 days of the date of the Organiser's invoice for such Fees.
- 3.3. In the event the Exhibitor fails to meet any payment obligations, (whether as to the amounts or date of payment), then the Organiser shall be entitled in its sole discretion to deem that the Exhibitor has cancelled its requirement for Stand Space and to exercise its rights pursuant to clauses 9.
- 3.4. The Fees and any Cancellation Charges are stated as being exclusive of VAT which shall be payable, if applicable, by the Exhibitor in addition.
- 3.5. If any amounts payable under this Agreement are not paid to the Organiser by their due date for payment (whether Fees, Cancellation Charges or otherwise), then the Organiser shall be entitled to charge interest on such sum from the due date for payment at the annual rate of 4% above the base lending rate from time to time of HSBC Bank plc, accruing on a daily basis and being compounded quarterly until payment is made, whether before or after judgment.

### 4. STAND SPACE AND EXHIBITS

- 4.1. The Exhibitor shall abide by and observe all requirements, laws, rules and regulations (including but not limited to those set out in the Exhibitor Manual) whether imposed by the Organiser, the proprietors or managers of the Venue or any municipal, governmental or other competent authority. The Organiser agrees to provide the Exhibitor with reasonable notice of any material change in the requirements, laws, rules and regulations from the date of this Agreement which impact on the Exhibitor.
- 4.2. The Exhibitor acknowledges and agrees that it is a condition of this Agreement that it uses the official contractors appointed by the Organiser as detailed in the Exhibitor Manual. Official Contractor rates are as set out in the Exhibitor Manual, or as otherwise notified in writing by the Organiser. The Exhibitor shall be directly responsible for payment for all contractor services used by the Exhibitor and the supervision of such services.
- 4.3. Plans for specially built stands or displays, other than those for Stand Space using Shell Scheme, must be submitted to the Organiser or its appointed representative in good time for audit and approval before construction is ordered or commenced.
- 4.4. If in the opinion of the Organiser, the Exhibitor's stand, Shell Scheme, or other display extends beyond the allocated Stand Space or is otherwise not in compliance with this Agreement, the Organiser may at its sole discretion: (i) charge the Exhibitor for the extra Stand Space so occupied at the prevailing rate, or (ii) require the Exhibitor to move or alter its stand or Shell Scheme so that the allocated Stand Space is not exceeded and the Exhibitor agrees to pay all costs and expenses related thereto.
- 4.5. The Exhibitor shall be entitled to exhibit only those Exhibits specified in the Contract Form or otherwise prior approved by the Organiser in writing. If the Organiser determines, at its sole discretion, that an Exhibit is inappropriate for the Exhibition then the Exhibitor shall remove such Exhibit immediately upon receiving notice from the Organiser.
- 4.6. On the first day of the Exhibition, the Exhibitor must occupy the Stand Space allocated to it no later than the opening time of the Exhibition. In the event that the Exhibitor fails to do so, then (without prejudice to the Organiser's other rights and remedies) the Organiser shall be entitled to deem that the Exhibitor has cancelled its requirement for the Stand Space and to exercise its rights pursuant to clauses 9.
- 4.7. No unauthorised advertising or promotional activity by whatever means shall be carried out by or on behalf of exhibitors away from their stands or in the vicinity of the Exhibition Halls or outside the Venue other than on Venue approved sites or those provided by the Organiser within the Halls. The purpose of this Rule is to prevent overt advertising and promotional activity anywhere other than on an exhibitor's own stand. The organisers shall at their absolute discretion be the arbiters of what constitutes overt advertising and promotional activity.
- 4.8. The Exhibitor shall be responsible and liable for obtaining appropriate consents to and licences for its use of all intellectual property rights in any Exhibits or other materials used in connection with the Exhibition.

### 5. EXHIBITOR'S REPRESENTATIVES

- 5.1. The Exhibitor shall supply to the Organiser the name of at least one person to be its representative in connection with the installation, operation and removal of the Exhibits and shall ensure that such person is available to be contacted by the Organiser at all times during the opening hours of the Exhibition and reasonably available at other times during the Exhibition period.

- 5.2. The Exhibitor shall be responsible and liable for the conduct of all stand personnel and any other person associated or connected with the Exhibitor. The Organiser reserves the right in its absolute discretion to exclude or remove from the Exhibition any person whose presence or behaviour is undesirable and/or potentially unlawful, harmful, disrespectful and/or causing a nuisance to other Exhibitors and/or Exhibition visitors.

### 6. STAND SHARING

- 6.1. If the Exhibitor wishes to have any Stand Sharer at the Stand Space, then it shall be indicated on this Exhibitor Contractor Form
- 6.2. Notwithstanding any stand sharing arrangement, the Exhibitor shall remain fully and wholly liable for the full amount of the Fees. The Exhibitor shall ensure that any approved Stand Sharer complies with this Agreement and the Exhibitor shall be responsible and liable for any act, omission or default of such Stand Sharer and shall indemnify and keep indemnified the Organiser against any damages, losses, costs or expenses the Organiser may incur in connection with any Stand Sharer.

### 7. REMOVAL OF EXHIBITS AND MARKETING MATERIALS

- 7.1. The Exhibitor shall comply with all provisions of the Exhibitor Manual in relation to the removal of Exhibits and dismantling of the contents of the Stand Space. All movements of Exhibits in and out of the Exhibition must be handled by the official contractors specified in the Exhibitor Manual.
- 7.2. In order to comply with health and safety regulations, no Exhibit shall be packed, removed or dismantled during Exhibition hours or prior to the closing of the Exhibition without the prior written permission from the Organiser.
- 7.3. The Exhibitor will be liable for all storage and handling charges imposed by the Organiser acting reasonably which result from the Exhibitor's failure to remove all Exhibits from its Stand Space in accordance with this Agreement.
- 7.4. The Exhibitor must surrender any occupied Stand Space in its original condition.
- 7.5. The Exhibitor shall on demand indemnify and keep indemnified the Organiser for any damage caused by the Exhibitor, its employees, agents or contractors, or any Stand Sharer to the Venue and/or to any Stand occupied by the Exhibitor, or any possessions or property of other Exhibitors.

### 8. INSURANCE

- 8.1. Exhibitors shall indemnify the Organiser and the Exhibition Hall Management against all costs, claims, demands and expenses to which they may in any way be subject to or liable as a result of any loss, injury, death or damage to property however caused by the Exhibitors' products, agents or employees.
- 8.2. Exhibitors are required to insure their legal liabilities including liability for damage or injury to the Organiser, Exhibition Hall Management or third parties. Each Exhibitor should insure for an indemnity of sufficient amount but not less than £2,000,000 Public/Products Liability.
- 8.3. The Organiser does not accept liability and will not indemnify liability to Exhibitors their employees or agents in respect of any direct or indirect damage or loss

### 9. EXHIBITOR'S CANCELLATION OR MODIFICATION OF STAND SPACE

- 9.1. If the Exhibitor wishes at any time prior to the Exhibition to cancel its Stand Space, it shall:
  - 9.1.1. provide immediate written notice to the Organiser; and
  - 9.1.2. pay the Cancellation Charge within 30 days of the date of the Exhibitor's written notice
- 9.2. If the Exhibitor wishes to modify its Stand Space it shall send a written request to the Organiser, stating the reason for the proposed modification, which the Organiser shall be entitled to accept, reject or condition at its reasonable discretion.
- 9.3. The Exhibitor hereby acknowledges that the Cancellation Charge represents a reasonable pre-estimate of the likely losses and costs that would be incurred by the Organiser as a result of the Exhibitor's cancellation or modification and that they do not represent a penalty. For the avoidance of doubt, the Organiser is not required to mitigate its losses and/or costs in such circumstances and the Cancellation Charge shall remain payable even where the Organiser is able to reallocate or resell the Stand Space.

### 10. POSTPONEMENT AND CANCELLATION BY ORGANISER

- 10.1. The Organiser shall be relieved of its obligations under this Agreement in the event that the holding of the Exhibition by the Organiser, the performance by the Organiser of any of its material obligations under this Agreement and/or the attendance at the Exhibition by the Exhibitors and/or any other exhibitor and/or any visitors is impossible, illegal or substantially or materially interfered with, due to any cause or causes beyond the reasonable control of the Organiser or the providers of the Venue including, without limitation, any of the following: act of God, governmental act, war, fire, flood, explosion, civil commotion, armed hostilities, act of terrorism, revolution, blockade, embargo, strike, lock-out, sit-in, industrial or trade dispute, adverse weather, disease, risk to public health, accident to or breakdown of plant or machinery, shortage of any material, labour, transport, electricity or other supply, regulatory intervention, general advice or recommendation of any government (including any government agency or department), regulatory authority or international agency against travel, exhibitions and/or public gatherings, or the Venue becomes unavailable and/or unfit for occupancy and/or use ("force majeure").
- 10.2. In the event of force majeure, the Organiser may cancel, postpone or bring forward the Exhibition or change the Venue or otherwise alter the Exhibition.

### 11. TERMINATION

- 11.1. This Agreement may be terminated by the Organiser at any time by written notice to the Exhibitor upon the occurrence of any of the following events:
  - 11.1.1. the Exhibition is cancelled in accordance with Clause 10.1 above;
  - 11.1.2. the Exhibitor fails to arrange insurance cover in accordance with the provisions of clause 8;
  - 11.1.3. payment of Fees is not made by the Exhibitor in accordance with this Agreement;
  - 11.1.4. the Exhibitor ceases to carry on business, becomes insolvent or, enters into or takes or is subject to any form of winding up, administration, receivership, liquidation, bankruptcy, arrangement with creditors generally or any other insolvency procedure in respect of it or any of its assets, or suffers from enforcement of security or legal process or repossession or any event analogous to any of the above in any jurisdiction;
  - 11.1.5. the Exhibitor or relevant attending employees, contractors or other of its personnel is or are convicted of any criminal offence or otherwise so conduct itself/ themselves so as to bring itself, the Exhibition or the Organiser into disrepute;
  - 11.1.6. the Exhibitor is in breach of any provision of this Agreement;
  - 11.1.7. the Exhibitor is in breach of any applicable local legislation, rules or regulations.
- 11.2. If this Agreement is terminated under any of Clauses 11.1 inclusive above then: (i) the Organiser shall be entitled to re-allocate and/or resell the Stand Space; (ii) all payments made in respect of the Stand Space shall be retained by the Organiser and forfeited by the Exhibitor; and (iii) the Organiser shall have the right to invoice for and (within 30 days of the date of such invoice) the Exhibitor shall pay the balance of the Fees and for any loss of damage suffered or additional expenses incurred