

**New**  
opportunity  
for parti-  
cipation

# Make an active contribution to shaping the expopharm programme!

Programme integration for exhibitors



The **most innovative** way to expand your presence beyond the trade fair booth:  
**Become part of expopharm programme now!**

Munich | 09–12 October 2024



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## Make an active contribution to expopharm!

Expopharm represents the unique synergy of a traditional trade fair experience, first-class professional development and scientific exchange. As the central industry event of the year in the pharmacy market, expopharm attracts around 25,000 trade fair visitors every year.

As an exhibitor at expopharm 2024 in Munich, you can actively shape the programme of the various stages and formats. Take advantage of this exclusive opportunity to put your company even more in the spotlight. Present the expertise in your field in your personal programme slot and position your company as an expert in the industry.

Over 5,100  
participants\*

More  
than 200  
programme  
contributions\*

Over 200  
top speakers\*



\* expopharm 2023 figures

# Overview of the programme formats

Our various programme formats are as diverse as the exhibitors and visitors at expopharm. Here you can easily find the right participation format for your submission.

## Requirements for your programme participation:

1. You are registered as an exhibitor at expopharm from 9 to 12 October 2024 in Munich.
2. Your submitted contribution fits thematically with the selected format/stage.
3. Your submission offers added value, a solution approach or new insights for the pharmacy and/or trade fair visitors.

	pharma-world	inspirationLAB	ApoLeadership Campus	Workshops	Tours (incl. leads of all participants)
<b>Topic focus</b>	High-ranking pharmacy	The pharmacy of the future	Entrepreneurship: Marketing, Finance, Personnel	Your topics	Your products and services
<b>Location</b>	Hall B6	Hall C5	Hall B5	Workshop room	Own booth area
<b>Duration</b>	30 min.			60 min.	10–15 min. (daily on all 4 days of the fair)
<b>Technical equipment</b>	On-site support incl. technology with: + Monitor/screen + Presentation technology + Microphone/headsets				
<b>Communication services</b>	+ Logo placement on site + Inclusion in communication campaign before, during and after the trade fair + Provision of general social media motifs for personal communication on your channels + Visibility of your programme item in the official expopharm programme and your company/brand profile				
<b>Price</b>	<b>EUR 5,900</b>	<b>EUR 3,900</b>	<b>EUR 2,000</b>	<b>EUR 990</b>	<b>EUR 1,690</b>
<b>Add to order form now</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Optional: Video recording</b>	+ Use the video recording of your programme item for direct promotion during and after expopharm + You will receive your video with expopharm branding in full HD in a standard format for free use + available within 24 hours				
<b>Price</b>	<b>EUR 1,490</b>				
<b>Add video recording to order form now</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Please note that the offered participations are limited and can only be booked whilst available. All prices are plus VAT at the statutory rate applicable on the invoice date. The expopharm programme advisory board will review your submission and must approve it. Registration does not automatically guarantee inclusion in the programme.

# pharma-world

**Boost the pharmaceutical consultancy expertise in the pharmacy team.**

Around 18,000 public pharmacies supply 3 million patients in Germany with medicines every day. In 2023, over 13 million individual prescriptions were prepared in pharmacies for people insured by statutory health insurance schemes.\* That explains why pharmaceutical consulting expertise in pharmacies has been the focus of pharma-world since 2013, making it a centre of attraction for pharmacy owners, registered pharmacists and pharmacy technicians. The accredited scientific lecture programme is curated by Prof. Theodor Dingermann (Senior Editor of the pharmaceutical journal 'Pharmazeutische Zeitung') and Prof. Manfred Schubert-Zsilavec (Professor of Pharmaceutical Chemistry).

**Present yourself as an expert in the field of pharmacy on the pharma-world stage. Add your own topics and speakers to the stage programme and boost the pharmaceutical consulting expertise of the entire pharmacy team.**

up to 900  
participants daily



**Price: EUR 5,900.00** **Add to order form now**

\* Source: www.abda.de

# inspirationLAB

**Present your innovative topics and solutions for the pharmacy of the future.**

Pharmacy teams face a multitude of challenges that they must overcome to ensure smooth operation of their pharmacy and guarantee excellent patient care. Innovations are therefore extremely important for pharmacies. They create more efficient processes and successfully lead pharmacies into the future. That's why the interactive inspirationLAB format is all about the pharmacy of the future. Through short presentations, best practice examples and discussions, pharmacy owners, pharmacists, pharmacy technicians, pharmaceutical commercial employees and students can get inspired to master the future challenges in the pharmacy market.

**Show your target group with your participation in the programme that you are a reliable partner for the pharmacy of tomorrow. Present your topics and solutions for the pharmacy sector and leave a lasting impression in the local pharmacy.**

up to 700  
participants daily



**Price: EUR 3,900.00**

**Add to order form now**



# ApoLeadership Campus

**Get pharmacy owners and managers within pharmacy teams prepared for the challenges of tomorrow.**

Around 14,000 pharmacy managers\* in Germany are asking themselves which aspects are important for the successful pharmacy of tomorrow and how to counteract the hotly debated shortage of specialised staff. This is why industry experts will be presenting the entrepreneurship topics of the future on the ApoLeadership Campus stage. Pharmacy managers, pharmacy owners and supervisors within the pharmacy team will learn everything there is to know about running a successful pharmacy, including important success factors, such as personnel management, marketing and financing. Everything will be explained in detail.

**Share your expertise as a management expert in the ApoLeadership Campus. Support pharmacy leaders in tackling the challenges of the future, and make the local pharmacy profession more attractive.**

up to 400 participants daily



**Price: EUR 1,900.00**

**Add to order form now**



\* Source: www.abda.de

# Workshops



**Present yourself as an expert in the industry in direct communication with pharmacy teams.**

In order to increase the quality of patient care, strengthen pharmacy teams and successfully deal with the constant changes in the industry, direct communication with colleagues and experts is often necessary. The expopharm workshops complement the stage programme in a unique way. They allow you to expand your own expertise in small learning groups and develop practice-based solutions together.

**Seize the opportunity to present your expertise, products and services to a professional audience. Interact directly with your target group and actively participate in the exchange of knowledge with the pharmacy teams.**



**Price: EUR 990.00** **Add to order form now**

\* Source: [www.abda.de](http://www.abda.de)

# Tours

## Turn your trade fair booth into your own stage.

Would you like to present your product or service to visitors face to face at your booth? This is exactly what the expopharm tours were created for! The expopharm tours offer participants first-hand information related to their daily work. A group of up to 30 visitors is guided through the trade fair by an expert guide. The tour involves of up to five exhibitors. Every day, a specific topic, product or service with strong practical relevance for everyday work is presented at each station in approximately ten to fifteen-minute presentations.

**Expand your trade fair booth into an expert station for the tours. Reach pharmacy managers, students, pharmaceutical commercial employees or pharmacy technicians in a targeted manner and generate new customer contacts directly, whose leads you will also receive afterwards.**

up to 30  
participants daily



Price: EUR 1,690.00

Add to order form now



# Are you still hesitant?

Don't wait too long. This offer is limited! Feel free to contact us!



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# Order

I hereby make a binding booking for the following participation. Only valid with date, signature, valid registration as exhibitor and email address of a contact person at the company.

Stage/format	Price	Order	Price for video rec.	Order for video rec.
<b>pharma-world</b>	EUR 5,900	<input type="checkbox"/>	EUR 1,490	<input type="checkbox"/>
Presentation title (max. 120 characters):				
Description (max. 500 characters):				
First and last name of the speaker:				
<b>inspirationLAB</b>	EUR 3,900	<input type="checkbox"/>	EUR 1,490	<input type="checkbox"/>
Presentation title (max. 120 characters):				
Description (max. 500 characters):				
First and last name of the speaker:				
<b>ApoLeadership Campus</b>	EUR 2,000	<input type="checkbox"/>	EUR 1,490	<input type="checkbox"/>
Presentation title (max. 120 characters):				
Description (max. 500 characters):				
First and last name of the speaker:				
<b>Workshops</b>	EUR 990	<input type="checkbox"/>		
Presentation title (max. 120 characters):				
Description (max. 500 characters):				
First and last name of the speaker:				
<b>Tours</b>	EUR 1,690	<input type="checkbox"/>		
Presentation title (max. 120 characters):				
Description (max. 500 characters):				
First and last name of the speaker:				

# Order

Company name according to registration as exhibitor: \_\_\_\_\_

Contact person email address: \_\_\_\_\_

Telephone number for queries: \_\_\_\_\_

**Notes:**

Please note that the offered participations are limited and can only be booked whilst available. All prices are plus VAT at the statutory rate applicable on the invoice date. The expopharm programme advisory board will review your submission and must approve it. Registration does not automatically guarantee inclusion in the programme.

The information on this form will be processed and used by the organiser in an automated procedure in accordance with the provisions of the Federal Data Protection Act of the Federal Republic of Germany as part of the fulfilment of contractual tasks.

With this registration, we accept the [Conditions of Participation and Business Terms and Conditions](#) as well as the Supplementary Terms and Conditions for Exhibitors (see following pages) set forth by Avoxa – Mediengruppe Deutscher Apotheker GmbH, 65760 Eschborn, Germany. All prices are net prices, excluding value added tax.

Place of performance: Eschborn, unless otherwise required due to the nature of the services.

Place of jurisdiction: Frankfurt/Main

\_\_\_\_\_  
City and date

\_\_\_\_\_  
Legally binding signature



# Supplemental Conditions of Participation

The following additional conditions apply for the registration and integration of programme contributions from trade fair exhibitors as part of the official expopharm trade fair programme. They supplement or restrict the regulations set out in the expopharm General Terms and Conditions of Participation. Any other conditions for integration in the expopharm programme, in particular those of trade fair exhibitors, will not be accepted.

expopharm organiser/partner

Avoxa – Mediengruppe Deutscher Apotheker GmbH

(hereinafter referred to as the 'organiser')

Carl-Mannich-Strasse 26

65760 Eschborn

Telephone: +49 6196 928-410

Email: [aussteller@expopharm.de](mailto:aussteller@expopharm.de)

Trade fair: expopharm 2024 from 9 to 12 October 2024 in Munich.

## 1. Offer

The offer to integrate trade fair exhibitors with their own programme contributions into the official expopharm trade fair programme is aimed exclusively at exhibitors at the expopharm trade fair.

The purpose of the offer is to enable trade fair exhibitors to design and participate with their own programme item from their field of expertise, which was admitted to the trade fair as part of the programme formats offered by the organiser at expopharm.

The content and offer correlate to the offer advertised in writing for the respective trade fair.

## 2. Registration requirements for exhibitor programme integration

A registration requires:

1. Submission of the fully and truthfully completed and signed or digitally signed registration form for the respective trade fair to the organiser.
2. Registration for the expopharm trade fair from 9 to 12 October 2024 in Munich or confirmed participation as an exhibitor.

3. The submitted programme contribution fits thematically with the selected trade fair format/stage.
4. The submitted programme contribution offers added value, a solution approach or new insights for the pharmacy and/or trade fair visitors.

Neither the submission of the registration form nor the confirmation of receipt of the registration form nor the request to submit further documents or information constitute a contract with the organiser for the integration of the applicant.

Reservations or reservation confirmations prior to receipt of the complete registration documents and conclusion of the contract in accordance with Section 3 are non-binding for both parties.

Conditions and reservations stated in (and only communicated through) the registration are not binding and cannot be accommodated. Requests for the exclusion of competitors will not be granted.

By submitting the registration form, these conditions are acknowledged to form a binding part of the contract.

The offer to the organiser to conclude a contract for integration of the exhibitor in the expopharm programme is binding for up to ten weeks from receipt by the organiser (binding registration period).

### 3. Contract for integration of the exhibitor in the expopharm programme

The contract for the exhibitor's participation with a programme contribution as part of the official trade fair programme only goes into effect when the organiser confirms the exhibitor's integration in the information provided during the registration process (confirmation of programme integration). Confirmation of integration can be combined with admission to expopharm as an exhibitor in accordance with Section 10 of the General Conditions of Participation. Admission as a trade fair exhibitor alone does not constitute confirmation of programme integration.

If a contract is concluded between the organiser and the trade fair exhibitor regarding the latter's programme integration, this only relates to the programme contribution/item specified by the exhibitor in the registration process.

The conclusion of the contract by the organiser is dependent on the free availability of the selected formats and stages and the general admission of the exhibitor in accordance with Section 9 of the General Conditions of Participation for expopharm.

There is no legal entitlement to participation by the exhibitor with a programme contribution, even if the exhibitor is admitted to the expopharm trade fair. The organiser reserves the right to check the submitted registrations and to decide which of the registered programme items will be included by exhibitors within the setting of expopharm.

A contract between the organiser and the exhibitor goes into effect when the organiser confirms the

integration. The exhibitor expressly waives the requirement of a declaration of acceptance as a condition required for concluding a contract.

The transfer or assignment of a programme item to a third party is not permitted without the written consent of the organiser. This also applies to the transfer of formats and/or the stage.

The programme integration confirmation must be checked by the exhibitor immediately after being received and any deviations from the registration or order must be reported to the organiser without delay. If the programme integration confirmation contains an explicit reference to a deviation from the registration or the order, the exhibitor must immediately object to the programme integration confirmation in writing.

Any unnecessary expenses incurred by the organiser due to the exhibitor's failure or delay to object, or any damages incurred as a result, shall be borne by the exhibitor. The exhibitor is entitled to furnish proof that the organiser did not incur any expenses in vain and/or incurred either no damages or lesser damages due to the lacking or delayed objection.

### 4. Cancellation & non-implementation

After expiry of the registration binding period, withdrawal from the registration is possible free of charge until the organiser sends confirmation of the programme integration.

In the event of cancellation of the registration after confirmation of the programme integration has been sent, the exhibitor must pay

// until 30/06/2024	20%,
// from 01/07/2024 to 14/08/2024	50%,
// from 15/08/2024 to 14/09/2024	70% or
// from 15/09/2024	100%

of the contractual price for the programme integration affected by the cancellation.

In the event of cancellation after the start of the trade fair and/or non-performance of programme contributions, the exhibitor shall additionally pay a contractual penalty of 25% of the contractually agreed price for the respective programme integration.

## 5. Prices for exhibitor programme integration, payment default, exclusion of set-off

All prices and costs listed in the organiser's offers for exhibitor programme integration are net prices/costs plus the statutory value added tax applicable at the time of invoicing.

The participation fee to be paid by the exhibitor is due for payment upon programme integration confirmation and receipt of an invoice by email or by post. The organiser's invoices are payable within 14 days from receipt of the invoice.

If the applicant requests invoices to be issued to a third party, the applicant will owe payment in addition to or instead of the third party.

In the event of full or partial non-compliance with the payment deadlines, the organiser may declare its withdrawal from the contract and freely dispose of the programme integration of other exhibitors or changes in terms of format/stage (including in terms of time/location).

The organiser may make the exhibitor's integration in the programme dependent on the timely payment of all outstanding invoice amounts by the exhibitor.

Offsetting by the exhibitor with counterclaims shall be excluded unless the counterclaims are undisputed or legally established. The assertion of a right of retention by the exhibitor shall be excluded, unless it is based on the same contractual relationship or the counterclaims are undisputed or legally established.

## 6. Transfer for use/inclusion of unauthorised contributions

Transferring use of an assigned programme contribution or parts thereof to third parties with or without payment is prohibited without the organiser's approval.

Inclusion of third-party or unregistered/unapproved programme items or exhibiting and advertising of products, processes, services or services that have

not been approved with the programme integration confirmation shall also be deemed to be a transfer for use.

Violations of these conditions entitle the organiser to extraordinary termination of the concluded contract without notice and to remove formats or the stage at the exhibitor's expense. The exhibitor in this respect waives its rights from unlawful interference.

The exhibitor shall be responsible for violations by employees or third parties who are part of the exhibitor's programme.

## 7. Warranty and liability of the exhibitor

The exhibitor guarantees and accepts liability for ensuring that he and the persons entrusted by him with the implementation of the event

// observe the interests of the organiser and the German Pharmacists' Association (represented by the ABDA and the DAV);

// have a perpetual, irrevocable, royalty-free, transferable right and licence to use, copy, modify, adapt, publish, translate, create derivative works and/or incorporate such content into any form, media or technology worldwide without compensation of any kind for all programme contents and formats;

// do not infringe on any copyright, patent, trademark, trade secret or personal rights or data protection rights of a third party with the program content and formats;

// do not violate any laws, regulations or provisions on unfair competition, equal treatment or misleading advertising with the programme content;

// do not use any programme content or formats that they know to be false, inaccurate or misleading;

// do not use any programme content or format that is or has the effect of defaming, libelling, slandering, inciting, discriminating on the grounds of religion or ethnic origin, threatening or harassing any individual, partnership or business;

// adhere to the content and formats set out in the programme integration confirmation and registration when they are presenting their programme item;

// behave in such a way that the orderly operation of the event is not disrupted;  
// comply with the organiser's conditions regarding access to the exhibition grounds and conduct during the exhibition.

If claims are asserted against the organiser due to violations of the aforementioned warranties by the exhibitor or the persons entrusted with the implementation of the event, the organiser shall indemnify the organiser against such claims upon first request.

In the event of violations, the organiser is entitled to extraordinary termination of the concluded contract without notice and to remove formats or the stage at the exhibitor's expense. The exhibitor in this respect waives its rights from unlawful interference.

With the exception of cases of force majeure, the exhibitor guarantees the provision of services at the agreed location on the agreed date.

The exhibitor shall inform the organiser without undue delay of any significant risks recognisable to a prudent businessman.

## **8. Programme integration, assembly/dismantling**

Taking the criteria and conditions made available to them by the organiser into account, the exhibitor and the persons entrusted by him with the preparation and implementation of the programme content and formats shall provide the announced content and formats using their own work equipment. In doing so, they must use professional and commercial diligence to the best of their knowledge and in compliance with the aforementioned points corresponding to the principles of a prudent businessman.

The exhibitor and the persons entrusted with the preparation and implementation of the programme content and formats shall participate in coordination and organisational meetings regarding the event or the programme item.

The exhibitor shall notify the organiser of any technical or administrative requirements within the scope of the programme integration planned by him and observe the technical descriptions of the trade fair venue.

The exhibitor shall be liable to pay compensation for damage to the stages, rooms or furnishings provided, as well as to the equipment belonging to the formats/stages, insofar as such damage was caused by the exhibitor or the persons entrusted by the exhibitor with the preparation and implementation of the programme content and formats.

Setting up additional advertising material such as roll-ups on the stage or during formats on the organiser's areas is not permitted and is hereby expressly prohibited.

## **9. Rights of use to the submitted content**

The exhibitor grants the organiser all rights of use to the programme content and formats as part of the programme integration: Sound/film and video recordings, images, media, drafts, photographs, templates, retouching, printed documents, development samples, copies etc. submitted for publication within the framework of the Event (hereinafter referred to as the 'Works'). This also includes all rights of use under copyright law, intellectual property rights and other rights to the Works.

The transfer of the rights of use to the Works is unrestricted and irrevocable. The transfer of rights applies in particular for the following types of use:

- // the right of use in other media, e.g. in promotional films, videos or books and brochures and online;
- // the right to reproduction and distribution, i.e. to reproduce the Works in any number of copies and distribute them as well as exhibit them;
- // the archiving right, i.e. the right to collate the Works and, where applicable, publish them as a collection with other promotional materials;
- // the right to the partial and full transfer of the granted rights to third parties;
- // the right to editing, further development.

These rights of use are transferred for a limited time from submission of the programme content and formats to the organiser until 12 months after the end of the trade fair. There is also no limitation in terms of space. The works may be used by Avoxa worldwide.

Rights pursuant to Sections 13 and 25 of the German Copyright Act (UrhG) are excluded.

Insofar as third parties which contributed to the development and manufacturing process for the measures should have rights of use to the Works or parts thereof, i.e. rights of use to images, videos, photographs and graphics, the exhibitor shall specify these third parties and also transfer these rights of use to the organiser and independently guarantee that these transfers of rights comply with the agreement in these Terms and Conditions and, in particular, are applicable for all types of use. The exhibitor shall bear final responsibility for the effective legal acquisition of such rights of use to third-party rights. Insofar as a transfer of rights is not successful or is excluded, the contractual partner shall be liable for it by way of guarantee.

The organiser shall be entitled to terminate the Agreement without notice on an extraordinary basis in the event that:

The exhibitor warrants that the programme content and formats to be provided under the contract with the organiser are free from third-party property rights and that, to the best of his knowledge, no other rights exist that restrict or exclude use in accordance with the agreement with the organiser.

The exhibitor shall indemnify the organiser jointly and severally against all claims by third parties asserting an infringement of industrial property rights based on the exhibitor's works. The parties shall notify each other immediately in writing if claims are asserted against one of them due to the infringement of industrial property rights.

## 10. Liability and warranty of the organiser

Warranty and liability rights of the organiser are governed by the statutory provisions, unless otherwise provided for in the following.

Liability for pecuniary losses and property damage is limited to cases of wilful intent and/or gross negligence.

In all other cases, the organiser shall only be liable for pecuniary losses and property damage that have been caused by the breach of a material contractual obligation. Any resultant liability is limited to the foreseeable damages as are typical for the respective kind of contractual relationship. Liability for untypical damages or consequential damages is excluded.

Insofar as the Organiser's liability is limited, this also applies to the liability of all persons acting on behalf of the Organiser.

Limitation of liability does not apply in the case of injury to life, limb or health.

## 11. Miscellaneous

The contractual relationship shall be governed by German law excluding any conflict of laws. The exclusive place of jurisdiction is the registered office of the organiser.

Amendments, supplements and ancillary agreements to this contract must be made in writing to be valid. This also applies to the waiver of this written form clause.

Should a provision of this contract be or become invalid or unenforceable, the remaining provisions of this contract shall remain unaffected. The contracting parties agree to replace the invalid or unenforceable provision with a valid and enforceable provision that comes closest to the economic purpose of the parties. The same applies in the event of a gap in the contract.

**Version: December 2023**