Exhibition & Sponsorship Opportunities
Who attends the Fair?

The Fair attracts doctors from all grades and specialties. Delegates are drawn from the hospital sector, general practice, community and public health, university and research, primary care, industry and commercial. All grades of doctors are represented including consultant, foundation doctors, trust grade, specialty trainees and GPs. A full breakdown of 2016 attendees can be seen opposite.

2016 attendees by grade

- GP: 17.9%
- Specialty trainee: 17.9%
- Foundation trainee: 8.3%
- Student: 2.4%
- Consultant: 17.7%
- Other healthcare professional: 17.1%
- SASG: 13.1%
- Career/Trust grade: 5.6%

Contact Us

T: +44 (0)20 7383 6344  |  F: +44 (0)20 7383 6366  |  E: careers@bmj.com  |  W: careersfair.bmj.com  |  #bmjcareersfair
Make sure you are at the 2017 BMJ Careers Fair

**Why exhibit at the Fair?**
- Network with other recruiters and service providers
- Increase the visibility of your organisation
- Meet potential job applicants from all grades and specialties
- Receive valuable feedback from your intended market

**What our delegates say***
- 88% of delegates achieved their objectives in attending the Fair, 92% spent half a day in the exhibition and 80% said they would be in touch with exhibitors after the event.

**What our exhibitors say***
- 82% of exhibitors felt that delegates were the right audience for their organisation; 95% fully or partly met their objectives for attending the event.

*Statistics are taken from our 2016 post event survey.*

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Exhibiting

Stand size & type

<table>
<thead>
<tr>
<th>Size of Stand</th>
<th>Cost (+VAT)</th>
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</thead>
<tbody>
<tr>
<td>5m x 6m premium stand</td>
<td>£9,686</td>
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<td>3m x 3m (NHS/ non commercial)</td>
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“We have been coming to the BMJ Careers Fair for at least 10 years. It’s a major part of our recruiting schedule. BMJ has been a major part of our marketing campaign for a long time.”

Health Match BC

2016 exhibitors

Africa Health Placements | General Medical Council
Health Education England | Health Match BC
1D Medical | NHS Wales | Royal Navy | Royal College of General Practitioners | Royal College of Physicians | The College of Emergency Medicine | The British Society for Allergy and Clinical Immunology (BSACI) | Virgin Care | plus many more...

You can view the full list of our 2016 exhibitors at careersfair.bmj.com
Sponsorship opportunities

Premium sponsorship opportunities

**Headline sponsor**  £50,000 (+VAT)
An opportunity to be the overall event sponsor, with co-branding of the entire event. The following sponsorship opportunities are included:

> Wherever our logo appears, yours will too
> Co-branding on all pre-event promotion including:
>   - Print advertising
>   - Email promotion
>   - Social media promotion
>   - Online advertising
>   - Event guide
> At event co-branding including:
>   - Event signage
>   - Delegate badges
>   - Delegate bags

**One-to-one career advice stand sponsorship**  £15,000 (+VAT)
> Branded sponsorship of our popular one-to-one career advice stand.
> Full page advert in the event guide
> 8 weeks banner advertising on careers.bmj.com
> 8 weeks banner advertising on careersfair.bmj.com
> Linked URL on careersfair.bmj.com
> Insert in delegate bags

**Networking lounge**  £5,000 (+VAT)
This is a new area created for the 2017 BMJ Careers Fair. Situated centrally within the mezzanine floor, this is the perfect place for delegates to relax and catch up with emails and network with their peers. Giving you high visibility and brand exposure to our delegates. Sponsored signage of this area.

82% of exhibitors felt that delegates were the right audience for their organisation.
Sponsorship opportunities

Before and after the Fair

careers.bmj.com banner per month £1,849 (+VAT)
careersfair.bmj.com button per month £930 (+VAT)
Advertisers banners or buttons are featured on careers.bmj.com or careersfair.bmj.com, reaching the entire online readership of BMJ Careers online. Make your target audience aware of your organisation and attendance at the BMJ Careers Fair.

Pre and post event email sponsorship £1,407 (+VAT)
Regular emails are sent to registered delegates before and after the event to alert them to seminars, workshops and other information. Sponsors can include a button ad in these emails to encourage registrants to visit their website and alert them to their presence at the Fair.

During the Fair

Sponsored seminar £2,000 (+VAT)
An opportunity for exhibitors to run their own one hour workshop with their own speaker during the Fair. The seminars are offered free to delegates and promoted via the pre-event emails.

Event Guide advertising
Delegates refer to the Event Guide regularly throughout the event and refer back to it after the event as well, giving advertisers the ideal opportunity to encourage visitors to their stands and to reinforce their message.

Full page colour £1,571 (+VAT)
1/2 page colour £1,044 (+VAT)
1/4 page colour £688 (+VAT)

Delegate bags logo £2,472 (+VAT)
On arrival at the BMJ Careers Fair all delegates are given a bag containing the Event Guide and other useful information. Exhibitors can sponsor the delegate bags for constant exposure throughout the event.

Delegate bags insert £1,407 (+VAT)
On arrival at the BMJ Careers Fair all delegates are given a bag containing the Event Guide and other useful information. Insert your brochure or gift in the bags to encourage delegates to visit your stand.

Lanyard sponsorship £2,471 (+VAT)
Delegates are required to wear their badges at all times during the event. Include your logo on the lanyard for constant exposure throughout the event.

Branded fascia £170 (+VAT)
Increase the visibility of your organisation with bespoke branded fascia on your stand.

Small branded floor tiles £270 (+VAT)
Place your company’s marketing message on the exhibition floor. 50cm x 50cm floor stickers are placed at the BDC on primary access routes. Advertiser to provide artwork, BMJ Careers to provide floor stickers.

Large branded exhibition maps £500 (+VAT)
Branded 2m x 1m maps, promoted as large floor tiles throughout the venue.

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Sponsorship opportunities

Signage

Stair riser sponsorship
(front or back stairs)

£1,650 (+VAT)

Have your Company logo appear on the central stairs in the village green. Stickers will be displayed on every step.

Railing banner sponsorship

per banner £500 (+VAT)

Railing banners are large horizontal banners that are placed around the mezzanine level, providing a prominent and highly visible display advertising opportunity inside the venue.

Front railing banners

per banner £750 (+VAT)

High profile signage on the front railings as delegates enter the hall.
### Packages: make savings

Full and half page print ads in the Event Guide and BMJ Careers

Buttons on careers.bmj.com

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<tr>
<td>5m x 6m stand</td>
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<tr>
<td>3m x 3m stand</td>
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<tr>
<td>Branded fascia</td>
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<td>careersfair.bmj.com</td>
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<td>4 week button on</td>
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<td>Pre and post event</td>
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<tr>
<td>email sponsorship</td>
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<tr>
<td>Insert in delegate bags</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>1 x sponsored seminar</td>
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**COST**

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<td><strong>£21,500 (+VAT)</strong></td>
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<td><strong>£14,356 (+VAT)</strong></td>
<td><strong>£9,518 (+VAT)</strong></td>
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Exhibition Space & Sponsorship Form

Please tick the components you would like to book:

**Premium sponsorship**
- Headline sponsor: £50,000 (+VAT)
- One-to-one career advice stand sponsorship: £15,000 (+VAT)
- Networking lounge: £5,000 (+VAT)

**Packages**
- Excel: £21,500 (+VAT)
- Impact: £14,365 (+VAT)
- Extend: £9,518 (+VAT)

**Exhibition space**
- 3m x 6m premium stand: £9,686 (+VAT)
- 3m x 6m double stand: £6,780 (+VAT)
- 3m x 3m stand: £3,390 (+VAT)
- 3m x 3m (NHS / non-commercial): £1,973 (+VAT)

**Signage**
- Stair riser sponsorship (front or back stairs): £1,650 (+VAT)
- Railing banner sponsorship: £500 (+VAT)
- Front railing banners: £750 (+VAT)

**Sponsorship**
- Banner on careers.bmj.com: £1,849 (+VAT)
- Button on careersfair.bmj.com: £930 (+VAT)
- Pre and post event emails sponsorship: £1,407 (+VAT)
- Sponsored seminar: £2,000 (+VAT)
- Delegate bags logo: £2,472 (+VAT)
- Delegate bags insert: £1,407 (+VAT)
- Lanyard sponsorship: £2,471 (+VAT)
- Branded fascia (per 3m): £170 (+VAT)
- Small branded floor tiles: £270 (+VAT)
- Large branded exhibition maps: £500 (+VAT)

**Event Guide advertising**
- Full page colour: £1,571 (+VAT)
- 1/2 page colour: £1,044 (+VAT)
- 1/4 page colour: £688 (+VAT)

**Barcode scanner**
- All visitors are provided with bar coded badges. For ease of capturing visitors’ contact details, a scanner can be hired. £275 (+VAT)

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**Exhibition space information**
Please enter the name and contact details of the person who will be coordinating your furniture order and delivery of items:

- Contact: 
- Position: 
- Organisation/Company name: 
- Address: 
- Postcode: 
- Telephone: 
- Fax: 
- Email: 
- Fascia Name:  
- URL:  

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**Payment instructions:** Please see clause 4 in the Terms and Conditions.

By submitting this booking form you accept that the attached terms and conditions apply.

Signed: 
Name: 
Position: 
Date: 

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Please return this signed form to: BMJ Careers Sales Department, BMJ Publishing Group Ltd, BMA House, Tavistock Square, London WC1H 9JR T: +44 (0)20 7383 6344 F: +44 (0)20 7383 6366 E: careers@bmj.com
1. Definitions – In these Terms and Conditions the term ‘Exhibitor’ shall mean any company, partnership, firm, organisation or individual to whom stand space has been allocated for the purposes of exhibiting, advertising and promotion and shall include their employees, contractors, suppliers and agents. The term ‘Sponsor’ shall mean any company, partnership, firm, organisation or individual who pays a fee to sponsor and badge event activities for purposes of promotion and shall include their employees, contractors, suppliers and agents. The term “Event” shall mean any exhibition or event run by the BMJ Publishing Group Limited (“BMJ”) and in particular shall mean the event detailed on the Exhibition Space & Sponsorship Form. The term ‘Venue’ shall mean any exhibition hall, conference facility, hotel or other such building and in particular shall mean the Venue listed in the Exhibition Space & Sponsorship Form and anywhere within the precincts of such location under the control of BMJ for the purposes and duration of the Event. The term ‘Contract’ shall mean the agreement which is formed by the acceptance of the booking in accordance with clause 3.

2. Venue terms and conditions – Exhibitors/ Sponsors must at all times adhere to the Venue’s terms and conditions and follow any reasonable instructions provided by the Venue and/or BMJ. The Venue’s terms and conditions will be sent to the Exhibitor/ Sponsor as part of the booking pack and the Exhibitor/Sponsor agrees that any booking they make is subject to the Venue’s terms and conditions being agreed; in the event that the Exhibitor/ Sponsor does not receive the Venue’s terms and conditions with the booking pack the Exhibitor/Sponsor will not book themselves into the Event until such terms and conditions are received from BMJ and agreed by the Exhibitor/ Sponsor.

3. Stand bookings & contracting – Bookings for stand space must be in writing on an Exhibition Space & Sponsorship Form. No application will be considered valid until such a signed document is received. On completion and submission of the Exhibition Space & Sponsorship Form and subsequent notification of acceptance by BMJ, a binding contract arises. BMJ reserves the right to refuse any application without assigning any reason.

4. Stand charges and payment – All Stand rental charges and sponsorship opportunities and services are based on the cost to BMJ of goods, materials, labour and transport, including the cost of conforming with obligations imposed by statute or government order ruling at the time when such prices were quoted. While every effort will be made to contain costs, in the Event of excessive increases in such costs before completion of work, the right is reserved by BMJ to make corresponding increases in charges. Payment is due 30 days from the date of the invoice, or seven days prior to the first day of the BMJ Careers Fair, whichever is the earliest. Failure to settle the invoice within the agreed terms will leave you at risk of being liable to cancellation, in order that BMJ has the opportunity to reassign the space or sponsorship opportunity to another party. No organisation will be permitted to attend the BMJ Careers Fair as an Exhibitor/ Sponsor if these terms are not fully adhered to.

5. Duration of Event – Exhibitors/Sponsors must refer to their exhibitor pack for confirmed opening, set up and breakdown times.

6. Subletting and sharing of stands – Exhibitors shall neither share nor sublet the whole or part of the stand allocated to them with another organisation without the written consent of BMJ.

7. Amendment of site plan and venue – Whilst every endeavour is made to preserve the published plan of the Exhibition or the location of the Venue, BMJ shall be entitled to vary the layout or change the Venue if it is believed by BMJ to be in the general best interests of the Exhibition, or for any reason beyond their control.

8. BMJ and Exhibitor/ Sponsor cancellation – In addition to any rights contained within Clause 9, BMJ may immediately terminate an Exhibitor/ Sponsor’s booking upon written notice to the Exhibitor/ Sponsor in the event that the Exhibitor/ Sponsor materially breaches the terms of the Contract or that BMJ is of the sole discretion, it becomes aware that the Exhibitors/Sponsors attendance at the Event or BMJ’s association with the Exhibitor/Sponsor may: i) bring it into disrepute, ii) require it to cease operations (whether or not for the purpose of allowing another Exhibitor to offer for the Exhibitor/ Sponsor to pay in consideration for not continuing this Contract), iii) has or is likely to have the consequence of causing a demonstration or other form of unrest at or in close proximity to the Event or any BMJ premises before or after the Event. In the foregoing circumstances set out in b) of this clause 8, BMJ shall refund the fees paid by the Exhibitor/Sponsor to BMJ but shall not otherwise be liable for any costs, charges, fees or any losses howeversoever the Exhibitor/Sponsor may suffer or incur as a direct or indirect result of BMJ’s termination. An Exhibitor/ Sponsor cancelling or reducing its booking after an official application has been accepted will be liable for payment of the total fee for the original booking.

9. Event postponement or abandonment – BMJ expressly excludes any liability in respect of any actions, claims, losses (including without limitation consequential losses), damages, costs or expenses whatsoever which may be brought, suffered or incurred by the Exhibitor/ Sponsor or its employees, sub-contractors or agents as a result of the prevention, postponement or cancellation of an Event or the Venue becoming wholly or partially unavailable for the running of the Event. BMJ will repay any fee paid by an Exhibitor/ Sponsor in respect of a cancelled Event, and BMJ will repay any rental paid if a postponement to the Event means that it will no longer take place on the date envisaged and the Exhibitor/ Sponsor doesn’t wish to attend the rescheduled Event. Save as detailed herein BMJ shall be under no liability to the Exhibitor/ Sponsor in respect of any actions, claims, losses (including consequential loss), costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor/ Sponsor as the result of the happening of any such events. If, at the sole discretion of BMJ, rearrangement or postponement of the period of the Event or by substitution of another hall or building or by any other reasonable manner the Event can be carried out, this Contract shall be binding upon the parties, except as to size and position of stands and sponsored workshops (and related activities), as BMJ may (at its discretion) make modifications, substitutions or rearrangements thereto. For the avoidance of doubt nothing within this clause limits or excludes BMJ’s liability for death or personal injury or any other matter for which liability cannot be limited at law.

10. Insurance and liability – The Exhibitor/ Sponsor agrees and acknowledges that it is responsible for safeguarding its possessions, materials and property during the Event. The Exhibitor/ Sponsor shall be responsible and liable for all losses (including direct and consequential losses), damage, claims proceedings and demands arising out of injury to any person or damage to any property, material or possessions or liability for the reason of the works, acts or omissions of the Exhibitor/ Sponsor, its employees, servants or agents and for any loss or damage (including without limitation consequential losses) caused to the Venue, fittings supplied within the cost of participation and to any third parties however arising as a result of the acts or omissions or failure to act of the Exhibitor/ Sponsor his employees, sub-contractors or agents. BMJ expressly declines any responsibility for the safety of possessions, materials or property of the Exhibitor/ Sponsor or their employees, contractors, suppliers and agents or any other person, for loss, damage, destruction by theft, fire or any other cause save and except in all cases in this clause 10 for any death or personal injury caused by BMJ’s negligence or as otherwise unable to be excluded by law. BMJ and its contractors exclude any liability by reason of a force majeure event including fire, storm, lightning, explosion, national emergency, war, terrorism, or threats of war or terrorism, labour disputes, strikes, lockouts, civil disturbance, irresistible accident, or for any other cause not within the control of BMJ, whether of the same kind or not. As BMJ and its contractors will accept no responsibility for any of the foregoing matters, Exhibitor/ Sponsors should effect their own insurance against any risk of any loss, damage, injury or liability relating thereto.

11. Indemnity – The Exhibitor/ Sponsor hereby indemnifies BMJ against any loss, damages or expenses incurred or suffered by BMJ (including consequential loss which shall include but not be limited to loss of profit, loss of anticipated savings and other economic loss) as a direct result of an act or omission on the part of the Exhibitor/ Sponsor in relation to the Contract.

12. Health and safety – It is the responsibility of the Exhibitor/ Sponsor to ensure that its contractors, employees and agents, comply with the latest legislation regarding the Health and Safety at Work requirements.

13. Promotional matter – All printed matter or advertisements of any kind intended for distribution in the Exhibition may only be distributed from the Exhibitor/ Sponsor’s stand and workshop space and shall not be distributed in any other location including within the building or in the neighbourhood of the entrance or exits. Exhibitor/ Sponsors must not station any attendant in the gangways or place anything in or over them or upon any space other than that allocated to them. Attendants must not circulate through the Exhibition halls for promotional or delegate scanning purposes or use audible means of attracting the attention of visitors to the annoyance or inconvenience of other Exhibitor/ Sponsors. Any promotional matter related to competitions, prizes, giveaways must not be displayed or distributed, or picked up by the public on the exhibition stand and BMJ has the right to request withdrawal of any promotional material in any media or any promotional activity should this cause disturbance or annoyance is objected to on the grounds of legality, decency or honesty.

14. Fitting regulations – Under no circumstances may Exhibitors/ Sponsors alter or add to the external structure of the stands. Further interior design, fittings, lighting, decorations may be added at the Exhibitors’ expense subject to the compliance with these regulations and any requirements of the local or other authority at the time. Exhibitors are deemed to have knowledge of such requirements and regulations and
are bound thereby and are required to indemnify BMJ and its contractors against any claim, action, loss or liability occasioned by any breach thereof. The total enclosure of any stand shall not be permitted. Exhibitors and their contractors may not interfere with the Venue building in anyway whatsoever and any damage caused by their acts will be the responsibility of the Exhibitor, who will be required to indemnify BMJ and its contractors against any claim arising from such damage. In addition all work carried out by or on behalf of the Exhibitor including stand interior, construction, stand fittings, electrical work and decoration must be by members of the appropriate trade unions in accordance with the construction and working rule or other property of any Exhibitor or of any person, or for the agreements issued by and under the authority of the National Joint Councils of the Exhibition Industry. Any Exhibitor or Exhibitor’s contractor who obstructs BMJ’s Exhibition contractor will be liable to a fee of not less than the price of a 9xm stand, and the Exhibitor will indemnify BMJ against any cost that may arise as a result of the exhibition build up, and/or breakdown schedule. In all cases BMJ reserves the right to remove any stand where BMJ becomes aware that it is a risk and the Exhibitor fails to adhere to its reasonable requests. Exhibitors/Sponsors must keep all materials and furniture within the boundaries of their own stand and not obstruct aisles for reasons of health and safety.

15. Stand design – In the instance of an Exhibitor not requiring the use of a shell scheme provided by BMJ’s contractors and wishing to erect his or her own construction in the space allotted, plans must be submitted in full to BMJ not later than 30 days before the opening of the intended Exhibition. BMJ retains the right to refuse, amend or otherwise deal with any plan as deemed necessary.

16. Special hazards – Any exhibit which may be regarded as constituting a special risk or hazard or dangers must be notified to BMJ at least one month in advance of the opening of the Exhibition. The Exhibitor/ Sponsor must at his or her own expense comply with any conditions or safety precaution BMJ, Venue licensor or local authority may impose. BMJ reserve the right to reject any exhibit that it regards as a risk, which has not been notified to BMJ and approved by it in accordance with this clause.

17. Disposal of waste – It is the responsibility of the Exhibitor to ensure that all debris and waste material arising from his or her own stand fitting is completely removed from the Exhibition area prior to the opening of the Exhibition. Failure to comply with this procedure shall render the Exhibitor liable for the cost of clearance by BMJ.

18. Staffing and stand displays – Exhibitors must ensure that their stand is ready at least one hour prior to the opening of the Exhibition each day. Stands must be fully staffed and stocked at all times. Exhibits are not to be removed until the exhibition has closed and any Exhibitor closing their stand before that time without the permission of BMJ will be liable to an early closing fee of 25% of the total stand cost + VAT. There is a limit of three persons per 3mx3m stand or six persons per 5mx6m stand. Additional persons may be permitted at BMJ’s sole discretion and subject to the payment of additional charges.

19. Hospitality – Exhibitors/sponsors are not permitted to offer or distribute refreshments including alcoholic or non-alcoholic drinks or food without the permission of BMJ.

20. Security – Security will be provided at the absolute discretion of BMJ or its contractors but they cannot accept liability for any loss or damage that may occur. Lapel badges must be worn at all times by the Exhibitor/sponsor and his staff whilst in the Venue and in all other areas within the full control of BMJ for the duration of the Event.

21. Smoking – Smoking is not permitted in the Venue or any other area under the control of BMJ.

22. Variations – Variations from any of these Terms and Conditions may be granted at BMJ’s discretion. No variation will be effective unless it is given in writing.

23. Waiver – Failure or neglect by BMJ to enforce at any time any of the provisions hereof shall not be construed nor shall it be deemed to be a waiver of their rights hereunder nor in any way affect the validity of the whole or any part of the Contract nor prejudice BMJ’s rights to take subsequent action.

24. Enforceability – If any term or provision in this Agreement shall in whole or in part be held to be any extent to be illegal or unenforceable under any enactment or rule of law that term or provision or part shall to that extent be deemed not to form part of this Agreement and the enforceability of the remainder of this Agreement shall not be affected.

25. Third parties – The parties agree that no third party shall be entitled to enforce any rights under the Contract. The parties hereby exclude the operation of the Contracts (Rights of Third Parties) Act 1999. Nothing in the Contract shall be deemed to constitute a partnership between the parties.

26. Notices – Any notices to be served on either of the Exhibitor/ Sponsor or BMJ by the other shall be sent by pre-paid recorded delivery post, facsimile or electronic mail to the address of the other, and shall be deemed to be received by the addressee within 72 hours of posting or 24 hours if sent by facsimile or on sending it by electronic mail to the correct facsimile number or electronic mail address provided that no message is received by the sender in the case of electronic mail that such message was not delivered.

27. Law – Each Contract concluded under these Terms and Conditions shall be governed by and construed in accordance with English Law and the parties agree to submit to the exclusive jurisdiction of the English Courts.

28. Anti-Bribery - Each party shall:
   i. comply with all applicable laws, statutes, regulations and codes relating to anti-bribery and anti corruption including but not limited to the Bribery Act 2010 (“Relevant Requirements”);
   ii. not engage in any activity, practice or conduct which would constitute an offence under sections 1.2 or 6 of the Bribery Act 2010 if such activity, practice or conduct had been carried out in the UK;
   iii. comply with BMJ’s Ethics and Anti-bribery Policy as contained here: http://group.bmj.com/about/corporate/anti-bribery-and-corruption-policy from time to time (“Relevant Policies”);
   iv. have and shall maintain in place throughout the term of the Contract its own policies and procedures, including adequate procedures under the Bribery Act 2010, to ensure compliance with the Relevant Requirements and the Relevant Policies and will enforce them where appropriate;
   v. promptly report to the other party any request or demand for any undue financial or other advantage of any kind received by a party in connection with the performance of the Contract; and
   vi. immediately notify the other party in writing if a foreign public official becomes an officer or employee of a party or acquires a direct or indirect interest in a party, and both parties warrant that it has no foreign public officials as officers, employees or direct or indirect owners at the date the Contract is entered into.

29. Entire Agreement - These Terms and Conditions together with the Exhibition Space and Sponsorship Form constitute the entire agreement between the parties and replace all previous agreements and understandings between them, relating to its subject matter.