



AMITY UNIVERSITY

UTTAR PRADESH

VIRTUAL START-UP EXPO 2022

During

4th INTERNATIONAL CONFERENCE OF ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP (ICEIL'2022)

20th -22nd January 2022

Guidelines for Virtual Participation

Any Startup/Standup with a great product or service and in need of perfect platform is welcome to apply for the participation in the Virtual Startup Expo.

Following are the guidelines for any organization in participation in the ICEIL'2022 Virtual Start-Up Expo:

1. PURPOSE OF THE VIRTUAL STARTUP EXPO ENGAGEMENT PLATFORM: ICEIL'2022 is an educational conference and Virtual Start-up expo will provide the relevant virtual platform to the start-ups/stand-ups community. The start-up expo is a vital element of this conference and serves to connect attendees and start-ups/stand-ups participants through a digital interface during the conference. The purpose of the event is educational in nature. Any sessions or demonstrations lead by the exhibitor should be focused on education and should not be purely sales pitches. It is permissible to post product pricing and order information as part of resources that reside on organization profiles, however order taking cannot be shared as part of demonstrations or in any content delivery provided by the exhibitor.

2. GENERAL TERMS: Virtual start-up expo is limited to start-ups and each exhibitor shall furnish the names of its representatives to the start-up expo organizing committee. For participating in virtual Start-up expo engagement platform, an exhibitor has to do online registration before the last date and require sharing the logo, presentation, videos and other graphic assets by him/her for reproduction throughout the virtual conference. Specific guidelines for any and all items will be provided to each participating exhibitor depending upon the type of his/her organization engagement. All submissions will be reviewed by start-up expo organizing committee prior to digital publication. Exhibitor grants to start-up expo a non-exclusive, nontransferable, revocable license to use the name, logo and acronym of the exhibitor solely in connection with the ICEIL'2022 virtual start-up expo. All uses of the name, logo and acronym of the exhibitor shall be determined by ICEIL'2022 virtual start-up expo in its sole discretion.

3. CODE OF CONDUCT: Exhibitor and its representatives agree to abide by the ICEIL'2022 code of conduct and policies. Startup expo organizing committee, in its sole and absolute discretion, may withdraw its consent at any time, in which event exhibitor shall terminate such activity immediately. Exhibits and promotional materials should be dignified and truthful and designed to provide useful and reliable information. Exhibitor shall refrain from any action/display that will distract attendees from attendance at the virtual startup expo event. The start-up expo organizing Committee reserves the sole and absolute right to determine which start-ups and products are appropriate in its judgment for inclusion in the event and to refuse, cancel or restrict any applicant or exhibit that it considers undesirable for any reason. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires, or anything that organizing committee deems objectionable. Alcoholic / Tobacco Products, Non-Veg and fairness creams are strictly prohibited in the event. Exhibition representatives are representing their exhibiting company and the exhibiting company is responsible for making their representatives aware of this regulation. Start-Up expo organizing committee reserves the right to reject, cancel, remove or restrict exhibitors that interfere with the best interests of the event as a whole.

4. DRESS CODE The dress code at ICEIL'2022 virtual start-up expo is business formal. All exhibitors and their representatives are required to adhere to this dress code during the virtual session etc.; virtual start-up expo organizing committee reserves the right to remove virtual access to any exhibitor who does not comply with this dress code.

5. EXHIBITOR CANCELLATION: For all virtual participation non-refundable registration fees of Rs 500 per stall/virtual booth is levied. Cancellation of participation must be sent in writing by the exhibitor and the exhibitor is responsible for giving reason for the cancellation once the virtual space has been booked.

6. TECHNOLOGY USE: The extent of an exhibitor's or attendee's use of technology during the event is not guaranteed. Efforts will be made to communicate with exhibitors and attendees regarding camera use in devices and computers, mobile app capabilities in iOS and Android, audio settings and headset use, and stylus use in the virtual event platform. In no event shall start-up expo be held liable for participants' interruptions neither to Internet access, power access, video camera access, or audio capabilities, nor of any similar interruptions to that same in the virtual event platform for the duration of the posted virtual event platform website.

7. PHOTOGRAPHS & RECORDING: It is not compulsory for organizers to share photographs, audio, video, or digital recording of the Start-up expo with the participants. The exhibitor acknowledges and agrees that the ICEIL'2022 start-up expo, its employees may take photographs/videos which could include images of the exhibitor, its representatives and its exhibits while attending the event. The exhibitor hereby consents to and grants to the ICEIL'2022 start-up expo and its affiliates, the unrestricted, perpetual, worldwide, royalty-free and transferable right and license to use (and grant others the right to use) the images worldwide without any compensation. The exhibitor acknowledges that ICEIL'2022 start-up expo is the sole and exclusive owner of all rights of the images and hereby waives (a) any and all rights in and to such images, and (b) any and all claims the exhibitor and its representatives may have relating to or arising from the images or their use.

8. INDEMNIFICATION: Exhibitor shall indemnify, defend and hold harmless ICEIL'2022 start-up expo and its affiliates, related entities, partners, officers, directors, employees, and assigns, and each of them, (collectively "ICEIL'2022 Indemnitees") from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by organizing committee or any of its officers, directors, employees, agents, or contractors; (ii) any use of exhibitor's name, trademarks, service marks, logo, website or other information, materials, products or services provided by exhibitor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by exhibitor .

9. LIMITATION OF LIABILITY: In no event shall ICEIL'2022 start-up expo, its officers or directors, employees, and affiliates (collectively "ICEIL'2022 parties") be liable to the exhibitor or any third party hired by the exhibitor or otherwise engaged by the exhibitor for any lost profits or any other indirect, special, punitive, exemplary, incidental or consequential damages.

10. AGREEMENT OF RULES AND REGULATIONS: Exhibitor agrees to observe and abide by the foregoing Rules and Regulations and by such additional rules and regulations made by ICEIL'2022 start-up expo organizing committee from time to time for the efficient or safe operation of the event. Including, but not limited to, those contained in this document. In addition to startup expo organizing committee's right to close/remove an exhibitor's virtual space, presence and withdraw its acceptance of this application, the organizing committee in its sole judgment may refuse to consider for participation in future events an exhibitor who violates or fails to abide by all such rules and regulations.