

SECTION 4: CONFIDENTIALITY & NON-COMPETITION

4.1 NON-DISCLOSURE OF CONFIDENTIAL INFORMATION

The Exhibitor/Sponsor acknowledges that through their partnership with **AMSCONGRESS** and the use of the **AMSEXPO** platform, they may have access to "Confidential Information."

- **Definition:** Confidential Information includes, but is not limited to: attendee lists, pricing structures, platform data, technical workflows, floor plans, and strategic marketing plans.
- **Non-Disclosure:** The Exhibitor/Sponsor agrees that they will not disclose, share, or sell any such information to any third party without the prior written consent of **AMSCONGRESS**. This obligation remains in effect indefinitely, even after the event has concluded.

4.2 PROHIBITION OF THIRD-PARTY MARKETING (NON-COMPETE)

To protect the integrity of the event and the investments of all sponsors, the following rules apply:

- **No External Event Promotion:** The Exhibitor/Sponsor is strictly prohibited from marketing, promoting, or distributing invitations for their own external events, congresses, or webinars during the **AMSCONGRESS** dates, unless specifically authorized in writing as part of a sponsorship package.
- **On-site Solicitation:** No branding or promotional materials for third-party events or companies not registered as official sponsors of **AMSCONGRESS** may be displayed or distributed within the booth or the venue.
- **No "Parasite Marketing":** Any attempt to "poach" attendees or redirect them to non-official events held at the same time as **AMSCONGRESS** will be considered a material breach of contract.

4.3 CONSEQUENCES OF BREACH

In the event that an Exhibitor/Sponsor violates these confidentiality or non-compete terms:

1. **Immediate Termination:** **AMSCONGRESS** reserves the right to close the Exhibitor's booth immediately and revoke their access to the event without any refund.
2. **Financial Penalty:** The Exhibitor/Sponsor may be held liable for damages, including a penalty fee equivalent to the total value of their sponsorship, to compensate for the loss of exclusivity and brand damage.

3. **Future Exclusion:** The company and its representatives will be permanently banned from participating in any future events managed by **AMSEXPO** or **AMSCONGRESS**.
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