

# HUPO 2025 Exhibitor Manual

Toronto, Canada

November 9-13, 2025

HUPO 2025 Secretariat: International Conference Services Ltd.  
555 Burrard Street Vancouver, BC Canada V7X 1M8  
Email: [hupo2025-fulfillment@icsevents.com](mailto:hupo2025-fulfillment@icsevents.com)



24th Human Proteome Organization World Congress

**HUPO**

ONE HEALTH POWERED BY PROTEOMICS

**2025** | TORONTO  
**NOV 9-13** | CANADA  
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# Event Summary

Date: November 9-13, 2025  
Location: Toronto, Canada  
Venue: Westin Harbour Castle Hotel  
Room: Metropolitan Ballroom, second level  
Website: <https://2025.hupo.org>

## Purpose & Host

We are thrilled to welcome you to the vibrant city of Toronto, Canada, for the 24th edition of the Human Proteome Organization World Congress, taking place from November 9 – 13, 2025. This year’s theme “One Health Powered by Proteomics” encapsulates the groundbreaking spirit of our field and the pivotal role proteomics plays in advancing global health.

This Congress is a milestone in our field, bringing together leading minds to discuss how proteomics is revolutionizing our understanding of health across human, animal, plants, and environmental dimensions. We are excited for the rich exchange of ideas, the cutting-edge research, and the opportunity to connect with peers from around the globe.

Toronto’s vibrant culture and dynamic environment will provide a fantastic backdrop for our discussions. We hope you will join us for a memorable and impactful event in the spirit of One Health: collaborative and transdisciplinary.



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# Contact Information



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## HUPO 2025 Secretariat Sponsorship & Exhibit Manager

Emma Orlandi

+43 1 3950 6191 ext. 306

[hupo2025-fulfillment@icsevents.com](mailto:hupo2025-fulfillment@icsevents.com)

## Corporate Partnerships

Chelsea Prangnell

[hupo-partnerships@icsevents.com](mailto:hupo-partnerships@icsevents.com)

## Registration & Housing Manager

Kirsty Graham

[hupo2025-registration@icsevents.com](mailto:hupo2025-registration@icsevents.com)

## Robinson Show Services

Show Services / Custom Booth Builds /  
Graphics / Booth Cleaning

[Order via online Ordering Portal](#)

Erik Sivitilli-Murray

[Erik@robinsonshowservices.ca](mailto:Erik@robinsonshowservices.ca)

## Encore

Electrical / Lighting / Internet

[WHCSales@encoreglobal.com](mailto:WHCSales@encoreglobal.com)

416-304-0262

## Check T Business Centre – The Westin Harbour Castle

Printing / Venue Branding / Marketing  
Materials

[westin@checkt.biz](mailto:westin@checkt.biz)

647-678-6583

## Consult Expo

Customs Brokerage

Heather James [heatherj@consultexpoinc.com](mailto:heatherj@consultexpoinc.com)

514-482-8886 Ext 3 or 416-561-7779

[www.consultexpoinc.com/onlineforms](http://www.consultexpoinc.com/onlineforms)

# Deadlines



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	Mandatory Forms	Return to	Due Date
<input type="checkbox"/>	Approval for Custom-Built Booth	<a href="#">Exhibit Manager</a>	August 18, 2025
<input type="checkbox"/>	Logo, Company Bio	<a href="#">Exhibit Manager</a>	September 15, 2025
<input type="checkbox"/>	Certificate of Insurance (mandatory)	<a href="#">Exhibit Manager</a>	September 15, 2025
<input type="checkbox"/>	Exhibit Staff Registration	-	September 26, 2025
<input type="checkbox"/>	Accommodation	<a href="#">Registration Manager</a>	September 26, 2025

	Exhibitor Services	Return to	Due Date
<input type="checkbox"/>	Early Bird-Exhibit Booth Orders	<a href="#">Robinson Show Services</a>	July 1, 2025*
<input type="checkbox"/>	<a href="#">Booth Entertainment Request</a>	<a href="#">Exhibit Manager</a>	September 15, 2025
<input type="checkbox"/>	<a href="#">Giveaway Request</a>	<a href="#">Exhibit Manager</a>	September 15, 2025
<input type="checkbox"/>	<a href="#">Lead Retrieval Orders</a>	<a href="#">Exhibit Manager</a>	September 15, 2025
<input type="checkbox"/>	AV Orders	Provided June 1, 2025	Provided June 1, 2025
<input type="checkbox"/>	Catering Orders	<a href="#">Exhibit Manager</a>	September 15, 2025
<input type="checkbox"/>	Advance Warehouse Open for Shipments	<a href="#">Robinson Show Services/</a> <a href="#">Consult expo</a>	October 6 – November 6, 2025
<input type="checkbox"/>	<a href="#">EAC Form</a>	<a href="#">Robinson Show Service</a>	October 14, 2025**
<input type="checkbox"/>	<a href="#">Move in</a>	<a href="#">Robinson Show Service</a>	October 14, 2025
<input type="checkbox"/>	<a href="#">Move out</a>	<a href="#">Robinson Show Service</a>	October 14, 2025

\* Orders placed after this deadline are subject to a surcharge.

\*\* Required when using outside contractors for booth set up.

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# Exhibition Schedule



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	Date	Time
Custom Booth Move-In <sup>1</sup>	Saturday, November 8	14:00 – 20:00
Exhibitor Move-In <sup>1</sup>	Sunday, November 9	10:00 – 16:00
Exhibition Show Hours <sup>2, 3</sup>	Sunday, November 9 Monday, November 10 Tuesday, November 11 Wednesday, November 12	18:00 – 19:30 (Welcome Reception) 10:00 – 16:30 10:00 – 16:30 10:00 – 16:30
Exhibitor Move-Out <sup>4</sup>	Wednesday, November 12	16:30 – 22:00

<sup>1</sup> All exhibit booths must be show ready by November 9 at 16:00.

<sup>2</sup> All exhibits are required to be staffed during the Exhibition Show Hours and Welcome Reception (taking place in the Exhibit Hall) – no exceptions.

<sup>3</sup> All exhibitors will have access to the Exhibit Hall 30 minutes before and 30 minutes after Show Hours.

<sup>4</sup> Any freight remaining on show floor will be removed by Robinson Show Services, and charges incurred for post-show freight services will be billed back to Exhibitors.

# Exhibit Space Setup

## a. Standard Exhibit Space Package

Each regular exhibit space unit includes the following:

- Floor space as assigned 10ft x 10ft (3.05m x 3.05m)
- Hard wall booth
  - Backwall Hardwall - white 8ft (244cm) high
  - Sidewall Hardwall - white 3ft (91cm) high
- 1 table with skirt, 2 chairs and wastebasket
- Booth header panel with company name



Exhibit space rental does not include any of the following: additional furniture, electricity, internet connection, labor, shipping or any other services. These items should be ordered through the respective vendor forms (see “[Deadlines](#)”).

**Note:** Innovation row tabletops include only 1 table and 2 chairs. Walls are not included.



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# Exhibit Space Setup



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## b. Custom Booth Design

All exhibitors with a custom-built space are required to get approval on their booth layouts/designs from the HUPO 2025 Secretariat in written. Your booth space classifies as customized if you are not utilizing the hard wall booth included in the standard exhibition space package.

Custom exhibition space is rented to the exhibitor without any prefabricated wall installations, furniture, internet connection, electricity, labor, shipping or any other technical supplies or facilities. It is the responsibility of the exhibitor to take care of the set-up, installation, and dismantling of their booth. Electricity, cleaning, and other services can be ordered through the forms provided by the official show service provider Robinson Show Services. (see "[Deadlines](#)")

The layout, with measurements and building material specifications, needs to be submitted in detailed drawings to the HUPO 2025 Secretariat. If exhibit plans are revised after approval has been send, the revised plans need to be re-submitted for approval as soon as possible. Please allow enough time for exhibit construction approval. Deadline for the submission of booth layout for custom-built booth is **August 18, 2025**.

**Exhibitors who are using an EAC will have to submit an [Exhibitor Appointed Contractor Form](#) and a [Payment Authorization Form](#) to Robinson Show Services by October 14, 2025. (See [Deadlines](#))**

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# Exhibit Space Setup

## c. Booth Height

The maximum booth height is 12ft for booths 400sqft or larger. Booths smaller than 400sqft are limited to a maximum height of 8ft.

## d. Rigging

Rigging will **not** be permitted at HUPO 2025. However, structural elements that are securely attached to the booth itself will be allowed, provided they remain within the assigned booth space and do not exceed the maximum height limit.

## e. Carpet & Flooring

Metropolitan Ballroom at Westin Harbour Castle is carpeted.

All raised floor sections must be clearly distinguishable from areas of the surrounding floor space. Ramped edges should be of non-slip construction or coated with a non-slip finish. Thin decorative flooring such as carpet, vinyl, matting, wood or the like, must have the edges taped down or firmly secured, and must not be deemed to cause a trip hazard.



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# Shipping & Customs



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## a. Shipping with General Show Services

Robinson Show Services is the official general show services and shipping provider for HUPO 2025. To ensure all shipments arrive on time, the use of the official shipping provider and Advance Warehouse is highly recommended. Packages can be delivered to the Advance Warehouse between October 6 – November 6, 2025. Shipping services can be ordered [HERE](#).

Show site shipments must be handled by ConsultExpo, no other courier deliveries will be accepted. The HUPO 2025 Secretariat cannot be responsible for any delayed or lost shipments.

## b. Use of the Loading Dock

Should you decide to not ship with the official transportation service provider and not take advantage of advanced materials handling, please request your time slot at the loading dock well in advance if you are coming with a truck or car.

Dock times must be pre-booked by returning the [move-in](#) and [move-out](#) forms and returning them to [Robinson Show Service](#) (see [deadlines](#)).

Availability of dock times will be based on scope of build and request time. Requests will not be considered until material handling orders are completed online. Due to limited move in times use of advanced shipment is recommended. Hand-carry items is limited to one trip through venue, pump trucks and dollies will not be available at this location.

# Shipping & Customs

## c. Delivery by Car or Hand

We understand that some of the materials that you might be bringing to the show may not necessitate the need to use the loading and staging area for your Move-In. If this is the case, you may enter through the Main Entrance with materials in hand.

## d. Self-Parking

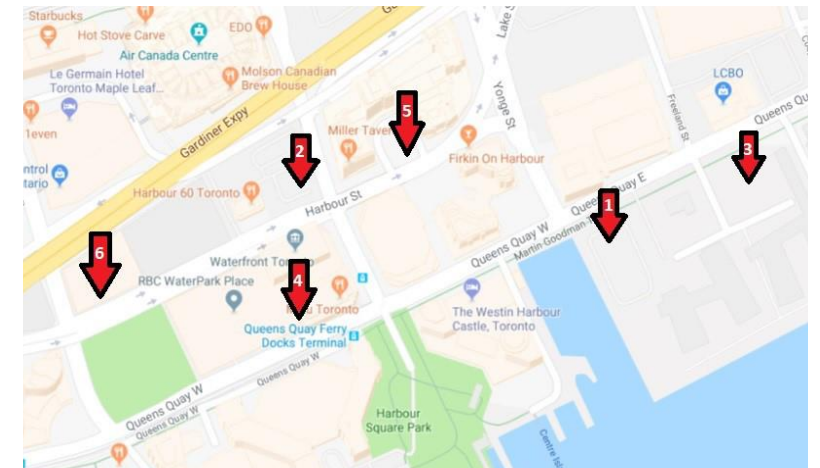
There is no parking available at the hotel, however, here is a list of local self-parking options for your reference:

### 24 HR OUTDOOR LOTS:

1. SP PLUS Parking — 7 Queens Quay E
2. CANADA AUTO PARKS Parking — 30 Bay St.
3. TARGET Park—39 Queens Quay E

### 24 HR INDOOR GARAGE:

4. PARKLINK Go Park-Waterpark Place — 128 Queens Quay W (between Bay St. & York St.)
5. PARKLINK Convention Centre Parking — 2 Lake Shore Blvd E
6. IMPARK One York—87-89 Harbour St.



**Car Park Disclaimer:** The above self-parking lots are not affiliated with the Westin Harbour Castle hotel. Vehicles are left in the parking lots at the owner's risk. The Westin Harbour Castle accepts no liability for loss or damage caused to any vehicle or its contents in the car park.



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# Exhibition Hall Rules & Regulations



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## a. Non-Smoking Venue

Smoking is prohibited anywhere at the Westin Harbour Castle.

## b. Move-in Times & Access

Move-in times must be adhered to and will be enforced. The exhibition hall will be closed evenings, during which time no one will have access to the hall. The exhibitor has to complete exhibit construction within the given move-in timeframe, which is specified in the Exhibition Schedule above.

Any exhibitor who has not commenced exhibit construction/decoration one hour prior to event opening, is subject to removal by the HUPRO 2025 Secretariat at its own discretion. Moreover, the exhibitor is then liable to HUPRO 2025 for the agreed exhibit rental fee. The exhibitor is not entitled to damage claims.

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## c. Safety

All exhibits must comply with all regulations established by the safety authorities. All materials used for decorating must be fire resistant. The HUPO 2025 Secretariat, Westin Harbour Castle and/or local authorities can enforce an order of dismantling of booths and exhibits that have not been approved or do not follow the regulations. Frequent inspections will be held during the exhibition period. Please adhere to the regulations strictly, for safety purposes.

No one under the age of 16 years may be allowed in the exhibit area during move-in/out. During move-in/out, exhibit halls and loading dock areas are considered hazardous work areas. As such, there shall be absolutely no drinking of alcoholic beverages, no horseplay and in general, any and all unsafe conditions or activities are to be corrected promptly.

# Exhibition Hall Rules & Regulations



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## d. Construction Limitations

The exhibitor and their affiliates are liable for any damage they cause to building, floors, walls, columns, and to standard exhibit equipment. Application of labels, tape, paint, lacquer, adhesives or other coatings to building columns, floors and walls or to standard exhibit equipment is strictly prohibited. Any damages made by an Exhibitor and/or their affiliates will require compensation for the cost of recovering any damaged facilities to the original state. Under no circumstances may the weight of any equipment or exhibit material exceed the maximum floor load weight of the exhibit hall. The exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material to conform to maximum floor loading specifications.

The arrangement of displayed items or structures shall not disturb other booths or hinder passage of visitors. Displayed items should not create inconveniences to visitors and be kept at least 1'-0" away from the exhibit space line. If exhibitors fail to conform to this rule, the secretariat office may demand those items be relocated. This restriction is designed to give an equal opportunity to every exhibitor in terms of space and visibility.

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## d. Construction Limitations

Cartons, boxes and crates may not be stored under tables, behind displays or in any part of the exhibit area. At the exhibitor's expense, empty crates, etc. will be picked up, stored and returned to each exhibit space after the event.

Unfinished portions of pop-up displays must be covered. Exposed sides and backwalls (pop-up framework, raw wood, cardboard wings) of all booths must be painted or appropriately covered in a neutral color (white or grey) if visible from another booth, without visible technical materials.

Custom exhibit equipment is to be pre-manufactured outside the area beforehand. Only assembled equipment is allowed inside. Electrical tools such as compressors, welders, electrical saws, electrical grinders, and electrical planes are not allowed to be used inside the hall. Also, painting besides finishing is not allowed inside the hall (fire prevention safety rule). Due to electricity lines under the floor, exhibitors must be careful not to spill water or wash the floor with water.



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## f. Security

The Exhibition Hall will be locked during non-Exhibit hours. Security will be provided during the set-up, show and dismantling period. Although 24-hour security is provided, the ultimate responsibility for displayed exhibits and equipment lies with the individual exhibitor. Exhibitors must secure, at their own expense, appropriate liability/loss insurance at all times. Exhibitors will not be allowed to enter the Exhibition Hall during non-show hours without the HUPO 2025 Secretariat's consent. The Secretariat and its affiliates will not be held responsible for the loss, theft or damage to exhibitor supplies at all times.

Exhibitors should take necessary safety measures prior to using dangerous equipment or parts during the show, to prevent accidents. Each exhibitor is responsible for the maintenance and safety of their equipment.

First-aid assistance is available throughout the move-in, move-out and live event hours. If you require first aid, please contact a member of staff.



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## g. Catering

The Westin Harbour Castle is the exclusive caterer. Due to liability and legal restrictions, no outside food or beverages of any kind may be brought into the hotel by the customer, guests, exhibitors or other suppliers.

Catering Services can be ordered via the HUPO 2025 Secretariat (see also "[Deadlines](#)"). The menu will be available soon.

## h. AV Equipment

This information will be available soon.

## i. Cleaning

The HUPO 2025 Secretariat is only responsible for emptying baskets along the pathways and keeping the shared space clean. Exhibitors will be responsible to keep their booths clean at all times. Booth cleaning can be ordered via the official Show Service Robinson Show Services (see "[Deadlines](#)").

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## I. Move-out and Removal

Dismantling of exhibit construction and décor may only commence on November 12, after the end of the program of the day. The HUPO 2025 Secretariat reserves the right to charge the exhibitor a contract penalty fee if this clause is violated. The exhibit space must be left in its original condition not later than outlined in the Exhibition Schedule.

After the exhibition, when the subcontractors remove the furniture, exhibitors should pay attention not to leave behind any belonging in the drawers and the shelves. The HUPO 2025 Secretariat does not take responsibility for any damage or loss. All exhibitors and subcontractors must return equipment and tools that are leased from HUPO 2025.

Outbound shipping can be ordered with Robinson Show Services.

## m. Announcements/Messages

Announcements will not be permitted during the show.

# Floor Plan

The Floor Plan is a “working draft” and changes may be made up until one (1) week prior to the event. Every effort has been made to ensure the accuracy of all information contained on the Floor Plan. However, no warranties, either expressed or implied are made with respect to the Floor Plan. It is the sole responsibility of the exhibitor to verify all dimensions and locations. This includes the location of building columns, utilities or other architectural components of the facility.

“Freight-Free” aisles may be shown on the Floor Plan and will be strictly enforced due to logistic and safety reasons.

For an up-to-date Exhibit Floor Plan, please click [HERE](#).



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# Congress Registration & Exhibit Badges

Each exhibiting organization receives two (2) complimentary Exhibitor Registration per 10ft x 10ft space. Additional exhibitor badges can be purchased at USD 250 each up to a maximum of 4 per 10ft x 10ft.

Exhibitor Registrations grant access to the Exhibit Hall only including the following privileges:

- Welcome Reception in the Exhibit Hall
- Networking Breaks in the Exhibit Hall

An email with registration information will be sent to each exhibitor. Please refer to the email and the link to register. Exhibitors may collect their badges on-site at the Registration Desk after a brief identification check during the exhibition move-in period.



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# Accommodation

Accommodation can be booked at time of registration or via the following direct link: <https://book.passkey.com/event/50994915/owner/14756890/home>. The HUPO 2025 Secretariat (International Conference Services Ltd.) is the official housing bureau for HUPO 2025 and will help with the coordination of housing requirements for the Congress. We have negotiated [special room rates \(331 CAD, excluding tax\) at the Westin Harbour Castle](#). Special rates and added complimentary amenities are only available to delegates who book through the official housing bureau.

If you have a group of 10 or more that you would like to register or book accommodation for, please contact us at [hupo2025-registration@icsevents.com](mailto:hupo2025-registration@icsevents.com).

**WARNING:** *We are aware that illegitimate companies are targeting our exhibitors, calling to 'offer' to set you up with accommodation. These companies are often fraudulent. Please note that they are not affiliated with us and that the only way to register & book accommodation will be only through the Congress website, with the dedicated link sent to you.*

**Note:** Although the Human Proteome Organization (HUPO) and the housing bureau will do their due diligence and negotiate the lowest possible group rates, we cannot predict future specials hosted by competing hotels. However, we urge all sponsors, exhibitors and delegates to support the Congress and book through the official housing bureau. The success of the Congress and the supporting associations depends on you using the contracted hotels.

The HUPO 2025 Secretariat and its supporting organizations cannot meet the contracted room obligations if sponsors, exhibitors and delegates book outside the official housing bureau. Rooms that are not filled because of that create an expense for the Congress in form of financial penalties (attrition charges) and place the financial success of the Congress at risk, which increases with each delegate, exhibitor and sponsor not booking through the official housing bureau.



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# Liability Insurance

HUPO 2025 does not bear any insurance risk for the exhibitor. The exhibitor is explicitly referred to their own insurance.

HUPO 2025 requires all exhibitors to provide proof that liability insurance with a minimum of **USD 2,000,000 for each accident or occurrence limit** of liability is in place for the duration of the event. **Third-party liability insurance certificate is mandatory** and must be provided to the HUPO 2025 Secretariat no later than **September 15, 2025**. In case the exhibitor receives the invoice after **September 15, 2025**, the exhibitor is required to provide the certificate of insurance as soon as possible and **prior to move-in**. Full coverage must be in effect for the event for which a contract exists.

Interest Insured: Commercial General Liability

- Inclusive Limit
- Covering Third Party Bodily Injury and Property Damage
- Including Non-Owned Automobile, if necessary
- Including Host Liquor Liability, if necessary
- Including Cross Liability Clause

Additional insured to be named:

- International Conference Services Ltd.
- Westin Harbour Castle
- Human Proteome Organization



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The exhibitor agrees to confine all products/ service demonstrations and other sales activities to the limits of the contracted exhibit space and within the maximum height set. Distribution of any material is likewise limited to the confines of their exhibit space. Exceptions may be given by the HUPO 2025 Secretariat prior to show opening in writing.

The use of games of chance, lottery devices, musical instruments and other sideshow practices is permitted only with written permission of the HUPO 2025 Secretariat. The use of amplifiers, musical performances and any other sound generating equipment - even for advertising purposes - requires advanced written approval as well. Noisy demonstrations may be restricted or prohibited after permission if such demonstrations are considered a disruption of the general order of the event. Approval must be requested by completing the [Booth Entertainment Request Form](#). **Please contact us by September 15, 2025 at [hupo2025-fulfillment@icsevents.com](mailto:hupo2025-fulfillment@icsevents.com) to receive the link to the form.**

Flashlights and revolving light equipment are prohibited. Lights from one exhibit should not disturb or damage other booths. Exhibitors are not allowed to carry items, signboards and brochures for recruitment purposes.

# Giveaways

Giveaways should be educational in nature and must be pre-approved. Distribution of pre-approved educational material is limited to contracted exhibit space only. It is recommended to await approval from the HUPO 2025 Secretariat prior to production and shipment of any congress-related giveaways. Permission to hand out Giveaways may be restricted or prohibited after permission if such giveaway is considered a disruption of the general order of the event. Approval must be requested by completing the [Giveaway Request Form](#).

Please contact us by September 15, 2025 at [hupo2025-fulfillment@icsevents.com](mailto:hupo2025-fulfillment@icsevents.com) to receive the link to the form.



24th Human Proteome Organization World Congress

**HUPO**

ONE HEALTH POWERED BY PROTEOMICS

**2025** TORONTO  
NOV 9-13 CANADA  
2025.hupo.org

HUPO 2025 Secretariat:  
International Conference Services Ltd.  
555 Burrard Street Vancouver, BC Canada V7X 1M8  
Email: [hupo2025-fulfillment@icsevents.com](mailto:hupo2025-fulfillment@icsevents.com)

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# Lead Retrieval

## Option 1: Lead Retrieval via the Congress Mobile App

Within the 'Meeting Hub' function in the Congress Mobile app you have the option of connecting with all attendees. However, you will only be able to see the full name, organization and email address if attendees have opted in to sharing this information with other app users.

This option is free of charge.

## Option 2: Lead Retrieval via the Lead Retrieval App

You will receive the separate login for the lead retrieval app. With the camera of your phone, you are scanning the attendee badges and get the following information: Name, Position, Country and Email Address. In the backend, you are able to set up qualifier questions for attendees to answer, that appear on your mobile device after an attendee badge has been scanned.

This option is available at additional charge of **USD 250**. (Payment must be made by credit card before **September 15, 2025**.)



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