



PRODUCT QUALITY STANDARDS GUIDELINES

These guidelines are provided to all Exhibitors to ensure that visitors and buyers to **Silmo Sydney** will be presented with a showcase of original design and the best quality eyewear, lenses and equipment that adhere to industry standards or guidelines, and where applicable have been licenced by the Therapeutic Goods Authority.

Products which meet these criteria gives buyers the confidence they are investing in original quality goods, which are fit for purpose and manufactured under appropriate conditions.

Exhibitors whose products meet quality standards gain a competitive edge in the market and ensure the future of their industry by giving confidence to buyers both at the event and beyond.

Original Design

- Respecting original design promotes growth in the industry
- Respecting Intellectual Property (IP) encourages a flourish of ideas which leads to innovation and business success
- Ensure preservation and integrity of unique eyewear designs

This guideline for Silmo Sydney Exhibitors is set out by the exhibition organisers, Expertise Events in consultation with various industry representatives. Expertise Events does not see its role as regulator but has developed these guidelines to ensure there are participation standards for participating overseas companies who may not have a current distributor in Australia.