Technical Guidelines
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EWMA Secretariat

Contact information
EWMA Secretariat     Tel.:    +45 70 20 03 05
Nordre Fasanvej 113     E-mail: ewma@ewma.org
DK-2000 Frederiksberg
Website:        www.ewma.org

Exhibition Sales Team
Bent von Eitzen:  bve@ewma.org
Sandy Ma:        sm@ewma.org
Jesper Laier:    jl@ewma.org
Charlotte Vedsted: cv@ewma.org

Registration Team
Susan Svenningsen: ss@ewma.org
Conference venue
Swedish Exhibition & Congress Centre & Gothia Towers
Mässans gata 24
402 26 Gothenburg
Sweden

Contact information
For catering and technical information:
Roger Nöjd
E-mail: Roger.Nojd@svenskamassan.se
Phone: +46 (0)31 708 80 90

Web sites:
General information about the venue: www.svenskamassan.se
The official website with all information
about packages, furnishing, services etc.: www.monterservice.com
Exhibitor web shop (ordering, information): https://uso.svenskamassan.se/?Lang=EN

Placing orders
Exhibitor services web shop: https://uso.svenskamassan.se/?Lang=EN
All exhibiting companies will receive log in details from Swedish Exhibition & Congress
Centre & Gothia Towers to the web shop.
Through this website you are able to place orders for:
- Catering
- Rigging
- Furniture
- Flowers
- Electricity and power outlets
- Parking permits
- Security
- Hostesses
etc.

Please note: For orders placed after May 8th Swedish Exhibition & Congress Centre &
Gothia Towers will add a surcharge of 50%.

Catering
All catering must be ordered through the venue.
Deadline for placing catering orders is May 8th 2019.

Ordering on-site
It is possible to order furniture (if available) on-site.

Please note: Swedish Exhibition & Congress Centre & Gothia Towers will add a
surcharge of 50% on all on site orders (except for catering orders).

Parking
For information, please visit: www.monterservice.se
Access outside build up/dismantling hours
For access Sunday June 2nd or Monday 3rd (after midnight) please contact:
Roger Nöjd
E-mail: Roger.Nojd@svenskamassan.se
Phone: +46 (0)31 708 80 90

Exhibitor insurance
The Swedish Exhibition Centre has, in consultation with IF insurance company, a special policy for exhibitors.

The policy covers all the normal requirements of an exhibitor and includes third-party liability insurance, an obligatory item for every exhibitor. Exhibitor goods will be fully insured during transport to/from the exhibition, including loading/unloading. Goods fully insured at the Swedish Exhibition Centre in connection with exhibition, including unpacking and packing. The insurance policy is valid for exhibitors, registered co-exhibitors and companies represented on the stand. This insurance policy is obligatory for everyone who exhibits at the Swedish Exhibition Centre.

Price is to be found online at https://uso.svenskamassan.se/?Lang=EN.

Please contact Roger Nöjd with proof of insurance if you already have an insurance.

Insurance Terms & Conditions:
Terms & Conditions
**External stand builder**

If you require an external stand builder, please visit: [www.monterservice.com/en](http://www.monterservice.com/en)

Contact: Roger Nöjd
E-mail: Roger.Nojd@svenskamassan.se
Phone: +46 (0)31 708 80 90

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**Contractor badges**

Stand builders are required to show ID (i.e. drivers license) and know the actual stand number of the company they work for to gain access to build up and dismantling.

The stand constructor must ensure to remove all cardboard waste, packaging etc. after build up and dismantling.

Swedish Exhibition & Congress Centre & Gothia Towers do not take any responsibility for collection or safe keeping of any equipment. Equipment must not be left unattended until collection after dismantling.

Smoking during build up, the conference and dismantling is not allowed.

For exhibitors who order shell scheme package: No drilling or damage to shell scheme walls and constructions allowed.
EWMA 2019 conference

Event details

<table>
<thead>
<tr>
<th>Build up</th>
<th>Date</th>
<th>Exhibitors access hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday*</td>
<td>03.06.2019</td>
<td>08:00-24:00</td>
</tr>
<tr>
<td>Tuesday</td>
<td>04.06.2019</td>
<td>08:00-23:00</td>
</tr>
</tbody>
</table>

*Exhibitors with +25 sqm. Please ensure you contact the official logistics partner DSV for allocation of time slot for your unloading.

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Date</th>
<th>Exhibitors access hrs.</th>
<th>Exhibition opening hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>05.06.2019</td>
<td>07:30-17:30</td>
<td>09:15-17:00</td>
</tr>
<tr>
<td>Thursday</td>
<td>06.06.2019</td>
<td>08:00-18:00</td>
<td>09:00-17:30</td>
</tr>
<tr>
<td>Friday</td>
<td>07.06.2019</td>
<td>08:30-24:00</td>
<td>09:30-15:45</td>
</tr>
</tbody>
</table>

Dismantling

<table>
<thead>
<tr>
<th>Date</th>
<th>Exhibitors access hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>07.06.2019 15:45-24:00</td>
</tr>
</tbody>
</table>

Please note:

To ensure a good participant experience and access to/from session rooms through the exhibition area, dismantling of stand before the official dismantling hours is not permitted.

Due to health and safety regulations at Gothia Towers, heavy construction during build up must be completed by Tuesday, June 4th at 23:00. Dismantling must be finished within official dismantling hours. By 24:00 all stand elements must be removed from the exhibition area.
Badges

Exhibitor badges

The exhibitor badges are only for the personnel taking care of the exhibition stand.

Included in the exhibition space is 4.5 free exhibitor badges per 9 sqm, i.e.:

<table>
<thead>
<tr>
<th>Space area sq.m</th>
<th>Total badges no</th>
<th>Space area sq.m</th>
<th>Total badges no</th>
<th>Space area sq.m</th>
<th>Total badges no</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 9</td>
<td>2</td>
<td>52 - 56</td>
<td>12</td>
<td>70 - 74</td>
<td>16</td>
</tr>
<tr>
<td>10 - 15</td>
<td>3</td>
<td>57 - 60</td>
<td>13</td>
<td>75 - 78</td>
<td>17</td>
</tr>
<tr>
<td>16 - 20</td>
<td>4</td>
<td>39 - 42</td>
<td>9</td>
<td>79 - 83</td>
<td>18</td>
</tr>
<tr>
<td>21 - 24</td>
<td>5</td>
<td>43 - 47</td>
<td>10</td>
<td>84 - 87</td>
<td>19</td>
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<tr>
<td>25 - 29</td>
<td>6</td>
<td>48 - 51</td>
<td>11</td>
<td>88 - 92</td>
<td>20</td>
</tr>
<tr>
<td>30 - 33</td>
<td>7</td>
<td>61 - 65</td>
<td>14</td>
<td>93 - 96</td>
<td>21</td>
</tr>
<tr>
<td>34 -38</td>
<td>8</td>
<td>66 - 69</td>
<td>15</td>
<td>97- 101</td>
<td>22</td>
</tr>
</tbody>
</table>

Please note deadline for registration of your free exhibitor badges is May 15th, 2019

Additional exhibitor badges

The maximum number of extra exhibitor badges you can register, is equal to the number of free badges included in your exhibition space.

Price:
- Register before April 29th: EUR 128,10 excl. VAT (EUR 155 incl. VAT)
- Register after April 30th: EUR 247,94 excl. VAT (EUR 300 incl. VAT)

Registration

Due to security regulations, all personnel must be registered and wear official badges at all times. Badges are personal.

Additional exhibition stand personnel, must be registered, as delegates.

All registrations must be done, through the online system: EWMA_2019_online_registration_system

Please note that an exhibitor registration does not give access to the scientific sessions. Any stand personnel, registered as a delegate and requiring access to the exhibition area outside exhibition opening hours, will be able to collect a special exhibition access pass at the Exhibitor Service Desk.

Registration code

All exhibitors and corporate sponsors will receive a registration code in order to register free exhibitor passes (included in booked stand space) and free delegate registrations (included in the Corporate A & B sponsorships).

Codes are to be shared only with relevant parties for registration purposes, and will be checked for validity in the registration system. Codes are only for the registration of free spaces, all other registrations can be made without using a code.

Codes will be sent by email early January 2019.
**Important!** Choose the correct participant type during the online registration:

For Corporate A sponsor free participants choose:

**Corp. A sponsor: delegates included in your package (access code required)**

For Corporate B sponsor free participants choose:

**Corp. B sponsor: delegates included in your package (access code required)**

For free exhibitor stand personnel choose:

**Exhibitor stand staff included in your exhibition stand (access code required)**

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**Delegate registration**

There are no free delegate registrations included in exhibition stands.

Register these separately through our online registration:

**EWMA 2019 online registration system**

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**Exhibitor badge pick up**

Exhibitor badges can be printed at the self print stations in the registration area from Tuesday June 4th between 14:00-18:00.

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**Contact information**

For any registration information or assistance, please contact: Susan Svenningsen at **ss@ewma.org**.
Ordering of stand package
To order your stand package please contact the EWMA Secretariat at cv@ewma.org.

Price: EUR 68 per square meter excl. VAT
Deadline for ordering is April 20th, 2019.

A stand package consists of:

- Shell scheme walls, 250 cm high, in white towards neighbouring stands
- 1 fascia board 30 cm high, white infill panel and your company name and stand number in black (up to 20 letters)
- 1 spot light per 3 square meters
- 2 kw day time power, including double wall socket and power consumption for 3 days
- Standard color carpet: graphite
  - by April 20th 2019 you can choose any color from following overview, after April 21st standard carpet will be applied.
Please note
Further supplies must be ordered directly from the venue via the web ordering system i.e.:
- Furniture (table, chair, counter, showcase etc.)
- Extra power
- Full color logo on the fascia board
- Full color graphics on the shell scheme wall

Please, see page 4 for further information.
Approval of stand layout

Custom build stand
To gain build up access to the exhibition hall your stand design has to be approved prior to the conference.

Approval process
Stand drawings of custom build stand higher than 4 meters must be submitted to the EWMA Secretariat for approval.

Please send:
- Graphic design
- Technical documentation

to Charlotte Vedsted at e-mail: cv@ewma.org

Please note: In case your stand design has not been approved by EWMA prior to the conference EXPO Swedish Exhibition & Congress Centre & Gothia Towers may not allow you access for build up.

Deadline is April 22nd, 2019.

Building height
The maximum building height:
- Exhibition area A: 4.5 meters
- Exhibition area B: 8.5 meters

Please ensure that all visible back walls are either branded or painted white.
Floor plan
The floor plan shows registration area and entrance.
The floor plan is available here.

Branding possibilities
Please see our branding catalogue for possibilities here.

For booking, please contact EWMA Secretariat directly.

Rules and Regulations - Advertising activities

Advertising activities may only be carried out, only on the exhibitor's own stand. Adequate space must be available on the stand for the spectators. Audio, visual and other means of advertising must not cause obstructions or interference in the aisles or to neighboring stands. The noise level caused by advertising and exhibits must not exceed 60dB (A) at the stand boundary. Gases and vapors may not be used. Flashing signs and illuminated message panels (newscasters) must be authorized, before being used. Balloons filled with non-flammable gas are permitted, as long as the approved building standards are being adhered to.

Rules and Regulations - Advertising in the exhibition area

Exhibitors can use the delimited stand wall space for advertising purpose. Unauthorized display of company material outside own stand is prohibited and will be charged. Advertisement and distribution of advertising material outside of the exhibition area or by symposia rooms of other companies is not permitted. Unauthorized advertising may be removed by the organizers. Exhibition management can demand that all presentations be stopped immediately in case of justified complaints. The management decides in cases of dispute as to whether or not certain advertising is permissible.
**Storage space**

Storage spaces are available for purchase. The storages are located in connection to the exhibition area. It is possible to order 9, 18, 27.. sqm.

**EUR 2,900.- per 9 sqm.**

The storage has walls and lockable door.

For booking, please contact EWMA Secretariat directly.

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**Internet connection**

Free WiFi for browsing will be provided free of charge.

If you need a private connection, please order via order form here: [https://uso.svenskamassan.se/?Lang=EN](https://uso.svenskamassan.se/?Lang=EN)

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### Overview of deadlines:

<table>
<thead>
<tr>
<th>Service</th>
<th>Latest delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shipping</strong> Inserts</td>
<td>To be confirmed</td>
</tr>
<tr>
<td><strong>Shipping</strong> Stand material</td>
<td>To be confirmed</td>
</tr>
<tr>
<td><strong>Lion Leads Lead retrieval</strong></td>
<td>April 15&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Lion Leads Lead retrieval</strong></td>
<td>Hardware rentals</td>
</tr>
<tr>
<td><strong>Shell scheme</strong></td>
<td>April 20&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Stand approval</strong></td>
<td>April 20&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Furniture</strong></td>
<td>May 8&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Technical supplies</strong></td>
<td>May 8&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Catering orders</strong></td>
<td>May 8&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Flower orders</strong></td>
<td>May 8&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
<tr>
<td><strong>Free exhibitor registration</strong></td>
<td>May 15&lt;sup&gt;th&lt;/sup&gt; 2019</td>
</tr>
</tbody>
</table>
Official hotel accommodation agent

Codan Consulting

Codan Consulting, appointed official hotel accommodation agent for EWMA 2019 in Gothenburg, will handle all related arrangements.

Hotel rooms of different categories at reduced rates are available for the participants of EWMA 2019.

Reservations are possible via online booking form available [here](#) or through the reservation department at Codan Consulting at [ewma@codan-consulting.com](mailto:ewma@codan-consulting.com).

For group reservations, please contact the reservation department directly:

Codan Consulting
Provaznicka 11
110 00, Praha 1
Czech Republic
Tel: +420 251 019 376
Fax: +420 251 019 361
Email: ewma@codan-consulting.com
Contact person: Veronika Hofmanova
Official logistics partner
DSV Solution A/S

As the appointed official logistics partner, DSV is offering:

- Unloading at the exhibition area with forklift or crane
- Collection and storage of empty packaging material
- Return transport of goods after the conference
- Custom clearance

Contact details:
Henrik Glendorf
Center Boulevard 8
2300 Copenhagen S
Denmark
Tel.: + 45 43 20 38 53
E-mail: expo@dk.dsv.com

Following information will be available on the EWMA website here:

- Conditions
- Shipping instructions
- Shipping labels
External suppliers

Lead Retrieval

Please visit the EWMA2019 web page here for details and ordering lead retrieval license and equipment for your stand and symposia.

Key features

- Optional premium iPod Touch rentals
- Offline scanning
- Quick scanning for symposia
- Create custom tags and qualifiers
- Graphical lead and qualifier statistics
- Exports including contact information
- Dedicated onsite support

Order deadlines:
Early Bird Order Deadline: April 15th 2019
Contact: Mathias Balhorm
E-mail: leads@jmarquardt.com

Video and digital service

Please visit the EWMA2019 web page here for ordering:

- Symposium filming
  HD video coverage of your symposium, presented in full with integrated slides for a complete educational package.

- Exhibition highlights
  Web- and social media-ready highlights video of your EWMA 2019 exhibition presence.

- KOL interview
  Expert Q&A - cover key topics, presentation highlights or create clinical briefings.
FILMING PACKAGES
EWMA 2019 GOTHENBURG

SYMPOSIUM FILMING
EXHIBITION HIGHLIGHTS
KOL INTERVIEWS

www.moledigital.co.uk/ewma2019
SYMPOSIUM FILMING

HD video coverage of your symposium, presented in full with integrated slides for a complete educational package.

INCLUDED:
- 2 camera coverage (close & wide shots)
- Synchronised slides built into the video
- Provided as a web-ready MP4.

ALSO AVAILABLE:
- Symposium PLUS animated slides bring your presentation to life
- Edited presentation key messages

Symposium package: £2,000 + VAT
Symposium PLUS: £3,000 + VAT

EXHIBITION HIGHLIGHTS

Web- and social media-ready highlights video of your EWMA 2019 exhibition presence.

INCLUDED:
- 30 minutes of filming on 1 day
- Interview with key company representative
- 1-2 minute highlights video to use online

ALSO AVAILABLE:
- Highlights PLUS: full production package with music and animated graphics to add impact and increase engagement

Exhibition highlights: £450 - VAT
Highlights PLUS: £800 - VAT

For more information please:
Visit: www.moledigital.co.uk
Email: emily@moleproductions.com
Call: +44 (0)345 123 5725
KOL INTERVIEWS

Expert Q&A - cover key topics, presentation highlights or create clinical briefings.

INCLUDED:
- Interview with KOLs working with your brand
- 10 minute interview filmed on your stand
- Provided as a web-ready MP4

KOL interview: £450 + VAT

OTHER SERVICES

Mole are a full service digital agency with 18+ years of medical education experience. We can help with all aspects of your digital media for EWMA 2019, including:

- Pre-, during and post-event social media images, videos and posting
- Digital campaign planning and delivery
- Videos for presentations, including product demonstrations and case studies

For more information please:
Visit: www.moledigital.co.uk
Email: emily@moleproductions.com
Call: +44 (0)345 123 5725