EWMA
Organising committees

EXECUTIVE COMMITTEE
Alberto Piaggesi  President
Sue Bale  Immediate Past President
Sebastian Probst  Honorary Secretary
Georgina Gethin  Scientific Recorder
Jan Stryja  Treasurer

EWMA SCIENTIFIC COMMITTEE
Georgina Gethin  Scientific Recorder
Alberto Piaggesi  EWMA President
Sue Bale  EWMA Immediate Past President
Ray Samuriwo  TVS
Tina Chambers  TVS
Kirsi Isoherranen  EWMA
Edward Jude  EWMA
Alexandra Marques  EWMA
Dimitri Beeckman  EWMA
Sebastian Probst  EWMA
Jan Stryja  EWMA
Luc Teot  EWMA

LOCAL ORGANISING COMMITTEE
Jemell Garaghty  TVS
Linda Primmer  TVS
Sue Simmonds  Pink Marketing
Frances Spratt  TVS

INFORMATION
EWMA Secretariat
Nordre Fasanvej 113
DK 2000 Frederiksberg
Denmark
Tel. +45 70200305
ewma@ewma.org
www.ewma.org

CONFERENCE VENUE
ExCeL London
One Western Gateway
Royal Victoria Dock
London E16 1XL
United Kingdom
www.excel.london

ORGANISATIONS
Tissue Viability Society
European Wound Management Association
Invitation

It is a great pleasure to announce the 30th Conference of the European Wound Management Association, EWMA 2020 and we are delighted to be partnering with the Tissue Viability Society in the UK who will be celebrating their 40th Anniversary in 2020.

Theme of the EWMA 2020 Conference:

**Enhancing Wound Care Quality: Global Collaboration for Local Action**

- Collaboration across professions, organisations and nations
- Innovation locally, nationally and internationally
- Local action to improve national and international wound care

Safe, high-quality healthcare improves the health and wellbeing of populations and nations. Improving the quality of wound care requires shared learning, research and innovation with people from different parts of the world. The EWMA Conference will focus on how global collaboration in wound care can deliver cost-effective, high-quality wound care at a local level.

In May 2020, the EWMA Conference will be held in London, one of the world’s most visited cities.

We look forward to welcoming you to London!

Georgina Gethin  
Scientific Recorder

Alberto Piaggesi  
President

Linda Primmer  
TVS chair
Dear friends

HISTORY
The European Wound Management Association (EWMA) was founded in 1991 and works to promote the advancement of education and research into native epidemiology, pathology, diagnosis, prevention and management of wounds of all aetiologies. EWMA is an umbrella organisation linking wound management associations across Europe, as well as a multidisciplinary group bringing together individuals and organisations interested in wound management.

EWMA works to reach its objectives by being an educational resource, organising conferences, contributing to international projects related to wound management, actively supporting the implementation of existing knowledge within wound management and providing information on all aspects of wound management.

VISION
EWMA wants to make a difference in wound management throughout Europe.

OBJECTIVES

• To promote the advancement of education and research into epidemiology, pathology, diagnosis, prevention and management of wounds of all aetiologies.

• To arrange conferences on aspects of wound management throughout Europe.

• To arrange multi-centre, multidisciplinary training courses on topical aspects of wound healing.

• To create a networking forum for all individuals and organisations interested in wound management.
Every year EWMA attracts participants from more than 80 countries who want to be a part of the conference’s annual success and the community that works to improve wound healing results.

Participant survey

The EWMA Conference offers high-level scientific presentations, networking activities and an excellent opportunity to exchange knowledge and experiences with international colleagues.

This is what participants from EWMA 2019 say:

- 95% state that the conference met their expectations or was better than expected
- 95% gained new knowledge, valuable information and contacts from the exhibiting companies
- 91% find that the content of the sessions were either good or excellent
- 97% networked with other participants during the conference.
- 95% think the conference was relevant to their work
- 97% would recommend the EWMA Conference to others

Profiles

Gender

Male 42%
Female 58%

Age

<25 2%
25-35 22%
36-45 35%
46-55 28%
56-65 12%
65+ 1%
## Country statistics

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<td>Bosnia and Herzegovina</td>
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<td><strong>Total</strong></td>
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<td>China</td>
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<td>Isreal</td>
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<td>Korea, Rep. of South</td>
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<td>Australia</td>
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<td>Saudi Arabia</td>
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<td>Taiwan</td>
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<td>Egypt</td>
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<td>Canada</td>
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<td>Russian Federation</td>
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<td>Japan</td>
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<td>Iran</td>
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<td>Philippines</td>
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<td>India</td>
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<td>Lebanon</td>
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<td>Panama</td>
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<tr>
<td>Tunisia</td>
<td>2</td>
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<td>Thailand</td>
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<td>Algeria</td>
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<td>Iraq</td>
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<td>Chile</td>
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<td>Bahrain</td>
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<td>Bangladesh</td>
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<td>Nigeria</td>
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<td>Vietnam</td>
<td>1</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>685</strong></td>
</tr>
</tbody>
</table>

**GRAND TOTAL**

- Europe: 3,093
- Outside Europe: 685
- **Total**: 3,778

- Participants: 2,953
- Exhibitors: 825
- No. Of countries: 80
- **Total**: 685
EWMA actively promotes the annual conference in all European countries to attract participants.

Our marketing strategy ensures that the benefits of attending EWMA 2020 are widely known through direct mail campaigns, website and electronic promotions, advertising in professional journals, and active participation in and promotion at regional meetings related to the conference’s main scientific areas.

The benefits of EWMA are also spread through our many co-operating partner organisations to reach as many people involved in wound management and wound healing as possible and make a difference for the future.

**Promotion activities**

**EWMA 2020**

An exhibitor survey shows that:

- **96%** were satisfied or very satisfied with the service of the EWMA secretariat.
- **84%** got in contact with more new distributors than expected.
- **91%** exhibited at the EWMA conference to gain new sales leads.

**TOP10**

- Sweden 989
- United Kingdom 395
- Germany 310
- Italy 216
- Denmark 183
- United States 153
- Switzerland 118
- Netherlands 104
- France 94
- China 88

**Total** 2,650

**COUNTRY OF ORIGIN**

- European countries 3,093
- Outside Europe 685
- **Total** 3,778

**No. of countries** 80
Corporate sponsorship

Corporate Sponsors of EWMA become part of a network and have a unique opportunity to communicate their strategy and product information directly to their target group: nurses, doctors and other healthcare professionals working within wound care. Every year, all these people are brought together at the annual EWMA Conference.

EWMA’s relationship with its Corporate Sponsors is one of mutual support and flexibility, as EWMA recognises the importance of collaborating with the industry in the development of wound care and wound management.
TWO LEVELS OF SPONSORSHIP

EWMA CORPORATE A

GENERAL BENEFITS
- Appointment as Corporate A Sponsor of EWMA
- Large logos on EWMA website and link to company websites
- 1/1 full page advert in each issue of The Journal of EWMA
- 20% discount on additional adverts in The Journal of EWMA
- 40 copies of each issue of The Journal of EWMA free of charge
- Large logo on the back cover of The Journal of EWMA
- Right to use EWMA logo in relation to own educational programmes
- Possibility to use EWMA Council members as lecturers/teachers in company seminars
- Invitation for two Corporate Sponsor meetings a year
- Regular information on EWMA activities

EWMA CORPORATE B

GENERAL BENEFITS
- Appointment as Corporate B Sponsor of EWMA
- Small logos on EWMA website and link to company website
- 20% discount on adverts in The Journal of EWMA
- 10 copies of each issue of The Journal of EWMA free of charge
- Small logo on the back cover of The Journal of EWMA
- Regular information on EWMA activities

CONFERENCE-RELATED BENEFITS

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>CORPORATE A</th>
<th>CORPORATE B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite Symposia</td>
<td>40% discount</td>
<td>10% discount</td>
</tr>
<tr>
<td>Exhibition</td>
<td>20% discount</td>
<td>20% discount</td>
</tr>
<tr>
<td>Free participant registrations</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Exhibition space selection</td>
<td>1st choice</td>
<td>2nd choice</td>
</tr>
<tr>
<td>Advertisement in conference material</td>
<td>20% discount</td>
<td>20% discount</td>
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<tr>
<td>Acknowledgement in the official programme</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Use of EWMA logo</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Advertising journal</td>
<td>Free</td>
<td>20% discount</td>
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<tr>
<td>Registration for the EWMA Annual Conference at EWMA member fee</td>
<td>Yes</td>
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Exhibition Space

**PRICES**

<table>
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<tr>
<th>FLOOR SPACE ONLY</th>
<th>€</th>
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<tbody>
<tr>
<td>9 sqm. floor space only</td>
<td>665 per sqm.</td>
</tr>
<tr>
<td>Additional sqm.</td>
<td>610 per sqm.</td>
</tr>
<tr>
<td>After purchasing 18 sqm. the additional sqm. is:</td>
<td>585 per sqm.</td>
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</tbody>
</table>

*The reduced price is only given on the additional sqm.*

**Example of price calculation**

<table>
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<tr>
<th>PRICE FOR 24 SQM FLOOR SPACE ONLY</th>
<th>€</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 sqm. x € 665</td>
<td>5,985</td>
</tr>
<tr>
<td>Additional 3 sqm. x € 610</td>
<td>1,830</td>
</tr>
<tr>
<td>12 sqm.</td>
<td>7,815</td>
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</table>

*Please note: Ordering carpet is mandatory.*

**BASIC HIRING OF EMPTY FLOOR SPACE INCLUDES**

- Exhibition space (floor space only: shell scheme, furniture, carpet and other furnishings are not included)
- Acknowledgement as an exhibitor in the programme with logo and contact information
- One conference bag with the programme
- Company information in exhibitor directory, on website and EWMA 2020 app
- Two exhibitor admission badges for every 9 sqm. of space hired
- Early build-up access is included for stands bigger than +25 sqm.

**EXHIBITION SPACE WITH SHELL SCHEME PACKAGE**

The package includes

- White shell scheme walls, 250 cm high, towards neighbouring stand
- 1 fascia board 30 cm high, white infill panel and your company name and stand number in black (up to 20 letters)
- Spotlight track (number of spotlights depends on sqm.)
- 1 x twin 2 kwh socket, day time power consumption
- Carpet

Price: € 70 per sqm. excl. VAT.

**Example of price calculation**

<table>
<thead>
<tr>
<th>Exhibition space + shell scheme package</th>
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<tr>
<td>Exhibition space 9 sqm. € 5,985</td>
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<td>Shell scheme package € 630</td>
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<td><strong>Total:</strong> € 6,615</td>
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Exhibition

EXHIBITOR REGISTRATION
Included in the stand are 2 free exhibitor badges per 9 sqm. booked floor space. The maximum number of extra exhibitors you can register is equal to the number of free exhibitors included in your exhibition booking. Example: 2 free exhibitors allows you to register 2 extra exhibitors.

ADDITIONAL EXHIBITOR REGISTRATION
The price for an extra exhibitor registration is €155 if registered before 27 April 2020. For registration after 28 April 2020 the price is €300.

Additional personnel must be registered as participants. Due to security regulations, all personnel must be registered and wear official badges at all times. Please note that an exhibitor registration does not give access to the scientific programme.

EARLY BUILD-UP
Early build-up will take place from 11 May 2020, for exhibitors with +25 sqm. exhibition space.

BUILD-UP
Build-up is 12 May 2020.
Representatives from the EWMA Secretariat and ExCeL London will be present.

- 3,500 - 4,000 participants expected
- 150 - 180 distributors expected
- 160 - 180 exhibiting companies expected
Sponsorships

We offer several opportunities to brand your company and products - here are few of our options. Please contact ewma@ewma.org for the complete branding catalogue.

**CONFERENCE BAGS**
Conference bags will be handed out to all participants and provide a high level of exposure for your company. Your logo is shown on the bag, along with the conference logo. The type of bag and size of the logo will be decided by mutual agreement between the sponsoring company and the EWMA Secretariat. The sponsorship excludes production costs. €10,000

**EWMA APP**
It is now possible to increase your visibility and boost your name recognition using the EWMA App. All participants will be able to use the EWMA app for networking opportunities and accessing specific information about Satellite Symposia, exhibitor locations, abstracts, and the Scientific Programme. €7,500

**PENS AND NOTEPADS**
Pens and notepads will be handed out to all participants and will provide a high level of exposure for the sponsoring company. You can design the notepads and pens with your company logos or information about your products or symposium. The sponsorship does not include production costs. €3,000

**PROGRAMME**
All advertisements are 4-colour and A5 size. The programme will be handed out to all conference participants and uploaded to the conference website. Corporate sponsors receive 20% discount on advertisements. The sponsorship excludes production costs. €3,500

**FLOOR STICKERS**
Floor stickers include your company name and logo and are placed in the exhibition area. The size and number of stickers will be decided by mutual agreement between the sponsoring company and the EWMA Secretariat. The sponsorship excludes production costs. €10,000

**LANYARDS**
Participants are to wear their badges during the entire conference. Lanyards will be handed out to all participants with their badges. The sponsorship excludes production costs. €12,500

**INSERTS IN CONFERENCE BAGS**
Conference bags are handed out to all participants. The sponsorship excludes production costs. €1,000

**BRANDED HAND SANITIZER**
The branded hand sanitizer will help the participants quickly and conveniently clean their hands after shaking hands and touching things during the conference. The small bottles of hand sanitizer will be packed as inserts in the conference bags. The sponsorship excludes production costs. €2,500
Satellite Symposia

Boost your company’s exposure and brand recognition and present your clinical data by hosting a Satellite Symposium or giving a hands-on experience in a workshop. Rates vary with the exclusiveness of the symposium and the capacity of the session room. Corporate Sponsors at EWMA will receive a discount on Symposia.

**SYMPOSIUM A**
€ 40,000

A Symposium A seminar takes place in one of the main session rooms with a capacity up to 400-600 seats. Typically, there are only 2-3 sessions parallel with a Symposium A slot. The rate includes:

- 60-minute slot, allocated in a premium time slot
- space for two roll-up banners
- invitations in the conference bag

**SYMPOSIUM B**
€ 25,000

A Symposium B seminar is typically held for 200 - 400 delegates. The rate includes:

- 60-minute slot
- space for one roll-up banner
- invitation in the conference bag

**SYMPOSIUM C**
€ 10,000

A Symposium C seminar is held in a smaller seminar room that seats 70 -200 delegates. The rate includes:

- 60-minute slot
- space for one roll-up banner
- invitation in the conference bag

**MEETING ROOMS**

A number of rooms will be available for business meetings. A typical meeting room seats 8 -15 persons. Larger meeting rooms are available upon request.

- Meeting room € 600 for 2 hours
- Meeting room € 1,700 / day
- Meeting room € 4,500 / 3 days
Workshops

SATELLITE WORKSHOPS € 10,000
In a satellite workshop, you can give participants a hands-on experience with your product. A Satellite workshop room has space for 50-150 persons. The rate includes one slot of 60 minutes, space for one roll-up banner and invitation in the conference bag.

SYMPOSIUM/WORKSHOP SPEAKERS
All speakers must register for the conference. The company must cover the registration, accommodation and travelling costs or any invited speaker or chairperson from the organisations.

FIXED FEE
The companies must pay a fixed fee even if the speaker is also an invited speaker at the scientific conference or EWMA Council member. The fixed fee covers the speaker’s hotel room for 3 nights, registration fee and travel expenses.

The fee is € 1,499 for speakers outside the UK
UK and € 1,190 for speakers from the UK

If several companies invite the same speaker, the costs will be split evenly between the companies.

EWMA holds the right to invite speakers until the conference starts and can therefore not provide a full list of speakers while the event is being planned. Companies will be invoiced the fixed fee just before or just after the conference.

SYMPOSIUM APPROVAL
All symposia must be approved by the Scientific Committee of EWMA 2020 and chaired or co-chaired by a Council member from one of the organising societies or someone appointed by EWMA.
Focus Groups

Organising a focus group session in connection with a conference is an outstanding opportunity for industry to gather key opinion leaders for a structured discussion on a topic that is defined by the company in question.

A focus group session gathers a limited number of specifically selected participants. Typically, the participants will be chosen from the conference delegates in partnership with the organising company. However, participants may also be specially invited for a focus group.

**FORM AND CONTENT**

The invited group participants, usually a maximum of 8-12 persons, are asked about their perceptions, opinions, beliefs and attitudes towards a product, service, concept, advertisement or idea. Presentations and discussions take place in an interactive group setting where participants are encouraged to openly discuss with other group members. Duration: 1-1.5 hours.

Focus groups are interesting for companies that:
- Are interested in feedback on products or clinical studies
- Would like to establish contact to key opinion leaders
- Are new to the European market or general aspects with market access
- Need feedback on potential applications of existing products
- Are about to launch a new product

**FOCUS GROUP FEE €10,000**

Most often, the requested key opinion leaders will already be present at the conference. In this case a focus group is a very cost-effective way of arranging a meeting with key stakeholders in order to gather information that the company currently needs. If the company wishes to invite participants not already present at the conference, the additional costs of registration, accommodation and travelling must be considered. Depending on the choice of moderator for the session, other further expenses might also have to be considered.

The programme for a focus group discussion typically contains the following steps:
- The moderator, or someone else familiar with the topic, makes an introduction and points out the areas of interest or challenges faced.
- Group discussion, which should be guided by the moderator in order to ensure that the relevant topics are covered.
- Optional: A summary of the discussion.
- The moderator is typically a clinician, a company representative or a marketing consultant. The moderator is chosen by the hosting company.

If you would like to use a clinician as moderator we will be able to help you identify someone and to establish the contact with him or her.

**PRACTICAL ORGANISATION OF THE FOCUS GROUP**

The overall purpose and specific programme of each focus group will have to be agreed individually and are typically developed in close collaboration with the conference secretariat.

The conference secretariat will take care of all the practical organisation of the focus group session.
General information

DATES
13-15 May 2020

CONFERENCE VENUE
ExCeL London
One Western Gateway
Royal Victoria Dock
London E16 1XL, UK

OFFICIAL LANGUAGE
English

PARTICIPANTS
The number of participants is estimated to be around 3,500-4,000. The expected participant spread between nurse/doctor/industry representatives is 60/30/10.

DEADLINES/ IMPORTANT DATES
October 2019  Abstract submission
November 2019  Registration open
2 December 2019  Deadline for abstracts
March 2020  Early bird registration deadline

TERMS FOR EXHIBITING
While we wish all sponsors the best return possible on their support of the conference, we ask exhibitors to adhere to the following guidelines for interaction with delegates. All company staff at the booths should know these rules.

- Exhibitors must ensure that information provided is correct and valid.
- The EWMA Secretariat may adjust the floor plan and stand locations after giving exhibitors advance notification.
- Exhibitors must comply with the guidelines, rules and regulations of the venue and organisers contained in the Technical Manual (available end of the year before the EWMA Conference).
- Exhibitors may not start dismantling the exhibition stand before the official dismantling hours.
- Technical Supplies: The exhibitor will be charged separately for special services such as electrical power supplies, food and beverages, furniture and other equipment. These must be ordered on separate technical order forms.
- People from other companies may not ask questions during company-sponsored symposia - especially when their affiliation is not disclosed.
- No one should approach a competitor booth without disclosing their company affiliation; mystery buyers are not allowed.
- Materials should only be handed out in the exhibition area, not in the scientific area.

TERMS OF PAYMENT
All prices quoted are net prices. The legally required VAT added tax will be included upon billing.

Due dates: 25% of the total amount will be invoiced upon ordering and is due 14 days after ordering. The remaining amount will be invoiced in January 2020 and is due within 14 days. Orders received after 1 January 2020 will be invoiced for the full amount immediately upon ordering.

CANCELLATION POLICY & NON-PARTICIPATION
Following receipt of the order confirmation, the order is binding and the exhibitor is committed to pay as follows:

Any cancellation of stand, symposia and other bookings before 31 December 2019 will not be eligible for a refund of the 25% pre-payment.

If a pre-payment has not been made 25% of the full amount will be charged as a cancellation fee. Cancellations after 1 January 2020 are non-refundable and require full payment of the amount stated in the order confirmation. The above applies if the exhibitor withdraws from the contract or does not participate in the event.
Sponsorship and Exhibition Booking Form

Please complete all details and send to: ewma@ewma.org
With this form we hereby confirm that we wish to book the below items for the specified amounts according to the stated terms and conditions.

CONTACT INFORMATION

Company name (to appear on promotional material)
Contact name
Phone no. +
Email

INVOICING DETAILS

Address of company
VAT no.
P.O. no. (if needed)

I WOULD LIKE TO BOOK THE FOLLOWING STAND SQM. AND PRICE

<table>
<thead>
<tr>
<th>SQM.</th>
<th>EMPTY SPACE</th>
<th>+SHELL SCHEME PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td></td>
<td>€ 5,985</td>
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<tr>
<td>12</td>
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<td></td>
<td>€ 14,955</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td>€ 18,465</td>
</tr>
</tbody>
</table>

Additional sqm. for shell scheme: 70 € /sqm.

Choose sqm. Total sqm. price € Preferred stand no.

TERMS OF PAYMENT AND CANCELLATION POLICY

- 25% deposit of the total amount will be invoiced upon ordering.
- 75% invoiced by 1 January 2020.
- The 25% deposit will not be refunded for any cancellation of stand, symposia, branding before indst 31 December 2019.
- Cancellations after 1 January 2020 are non-refundable and requires full payment of the stated amount.

An invoice will be issued once your space allocation has been confirmed and we have received this booking form. All payments must be received before the start date of the conference. Should the supporter fail to complete payments prior to the commencement of the conference, the organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined.

Signature Date