



---

**European Human Genetics Conference**

**ESHG 2010**

**Exhibitors' Manual**

**Gothenburg, Sweden**

**12 – 15 June, 2010**

---

EXHIBITION ORGANISER



|   |               |
|---|---------------|
| <b>TABLE OF CONTENTS .....</b>  | <b>1 - 2</b>  |
| <b>KEYWORD INDEX .....</b>  | <b>3</b>      |
| <b>GENERAL INFORMATION – SECTION 1 .....</b>  | <b>4 - 8</b>  |
| EXHIBITION ORGANISER .....  | 4             |
| CONFERENCE ORGANISER .....  | 4             |
| EXHIBITION LOCATION .....   | 4             |
| SUPPLIERS .....   | 4             |
| Badges .....  | 4             |
| Co-exhibitor on the stand .....   | 4             |
| Standard stand construction / Design stand .....  | 4             |
| Welcome reception / Conference Party / Lunch tickets .....  | 4             |
| Audiovisual & computer equipment .....  | 4             |
| Compressed air – <i>exclusive supplier</i> .....  | 4             |
| Flower arrangements .....   | 4             |
| Electricity connections & supplies – <i>exclusive supplier</i> .....  | 5             |
| Extra stand components, for the package of standard stand construction - <i>exclusive supplier</i> .....                | 5             |
| Hostesses .....   | 5             |
| Internet & telecommunication – <i>exclusive supplier</i> .....  | 5             |
| Logo's & graphics, if graphic is fixed to walls/fascia of standard stand construction – <i>exclusive supplier</i> ..... | 5             |
| Plants .....  | 5             |
| Stand catering – <i>exclusive supplier</i> .....  | 5             |
| Stand furniture .....   | 5             |
| Stand security – <i>exclusive supplier</i> .....  | 5             |
| Table cloths .....  | 5             |
| Water connections – <i>exclusive supplier</i> .....   | 5             |
| Freight Forwarder – <i>exclusive supplier</i> .....   | 5             |
| Hotel Accommodation .....   | 5             |
| Lead Retrieval System – <i>exclusive supplier</i> .....   | 5             |
| EXHIBITION DATES & OPENING HOURS .....  | 5             |
| CONFERENCE DATES & SESSIONS HOURS .....   | 5             |
| OPENING CEREMONY AND WELCOME RECEPTION .....  | 6             |
| POSTER MOUNTING, REMOVAL AND PRESENTATION SCHEDULE .....  | 6             |
| INTERNET CAFÉ AND WIFI .....  | 6             |
| COFFEE BREAKS, LUNCH & CASH BAR .....   | 6             |
| EVENTS DURING THE CONFERENCE - SOCIAL AND COMMERCIAL .....  | 6             |
| SPONSOR PROGRAMME AND ADVERTISING .....   | 6             |
| LITERATURE AND GIVE AWAYS .....   | 6             |
| SMOKING .....   | 7             |
| EMERGENCY TELEPHONE NUMBERS & SAFETY REGULATIONS .....  | 7             |
| GENERAL CONDITIONS OF ROSE INTERNATIONAL .....  | 7             |
| CASH DISPENSER .....  | 7             |
| CURRENCY .....  | 7             |
| CLIMATE .....   | 7             |
| TOURIST INFORMATION .....   | 7             |
| HOW TO GET TO GOTHENBURG AND SVENSKA MÄSSAN .....   | 7             |
| GOTHENBURG CITY TRANSPORTATION AND TAXI'S .....   | 8             |
| VISA .....  | 8             |
| <b>TECHNICAL INFORMATION – SECTION 2 .....</b>  | <b>9 - 17</b> |
| BUILD-UP SCHEDULE .....   | 9             |
| BREAK-DOWN SCHEDULE .....   | 10            |
| EXHIBITION SERVICE DESK - CHECK-IN .....  | 10            |
| EXHIBITION SERVICE DESK - OPENING HOURS .....   | 10            |
| EXHIBITION SERVICE DESK - TELEPHONE NUMBER .....  | 10            |
| OCCUPATION OF EXHIBIT SPACE .....   | 10            |
| BOOTH INSPECTION .....  | 10            |
| TECHNICAL SPECIFICATIONS .....  | 10            |
| Design stands – how to use your exhibit space .....   | 11            |
| Building height .....   | 11            |
| Objects and display systems in stands .....   | 11            |
| Floor material exhibition area .....  | 11            |
| Carpeting of stands .....   | 11            |
| Max floor load .....  | 11            |
| Electricity .....   | 11            |
| Plugs, sockets and adapters .....   | 11            |
| Voltage transformers .....  | 11            |
| Suspensions / Rigging .....   | 11            |
| ACCESS TO THE EXHIBITION HALL DURING BUILD-UP HOURS .....   | 11            |
| DELIVERY OF EXHIBITS TO THE EXHIBITION HALL .....   | 12            |
| ACCESSIBILITY OF STANDS - RAMPS .....   | 12            |

|  |                |
|--|----------------|
| LIST OF EXHIBITORS & FLOOR PLAN.....   | 12             |
| STAND NUMBER & FINAL STAND ALLOCATION.....   | 12             |
| ANIMALS.....   | 12             |
| INSTRUCTIONS & REGULATIONS.....  | 12             |
| SCHEDULE OF BUILD-UP PROCEDURES.....   | 13             |
| LOADING PLATFORM ACCESS MAP.....   | 14             |
| LIST OF EXHIBITORS: ALPHABETICAL.....  | 15             |
| LIST OF EXHIBITORS: BY STAND NUMBER.....   | 16             |
| FLOOR PLAN OF THE EXHIBITION (PRELIMINARY).....                                      | 17             |
| <b>EXHIBITION SERVICES – SECTION 3.....</b>  | <b>18 - 24</b> |
| INTRODUCTION.....  | 18             |
| EXHIBITORS MANUAL – DOWNLOAD & ADDITIONAL COPIES.....                                | 18             |
| PLACING ORDERS - DEADLINES & SURCHARGES - MANDATORY FORMS.....                       | 18             |
| CATALOGUE & SUBJECT INDEX ENTRY.....   | 18             |
| EXHIBITOR BADGES & CONFERENCE REGISTRATIONS.....                                     | 18             |
| ORDERS FOR AND PAYMENTS TO ROSE INTERNATIONAL.....                                   | 19             |
| STANDARD STAND CONSTRUCTION OR DESIGN (OWN) STAND.....                               | 19             |
| STAND CLEANING.....  | 20             |
| WELCOME RECEPTION & CONFERENCE PARTY.....  | 20             |
| LUNCH BOXES.....   | 20             |
| ORDERS FOR AND PAYMENTS TO SVENSKA MÄSSAN.....                                       | 21             |
| ELECTRICITY CONNECTIONS & SUPPLIES.....  | 21             |
| Electricity.....   | 21             |
| Plugs, sockets and adapters.....   | 21             |
| Voltage transformers.....  | 21             |
| STAND LAY-OUT.....   | 21             |
| EXTRA STAND COMPONENTS.....  | 21             |
| LOGO'S & GRAPHICS.....   | 21             |
| STAND FURNITURE.....   | 21             |
| INTERNET & TELECOMMUNICATION.....  | 21             |
| AUDIO-VISUAL & COMPUTER EQUIPMENT.....   | 21             |
| PLANTS.....  | 21             |
| FLOWER ARRANGEMENTS.....   | 22             |
| TABLE CLOTHS.....  | 22             |
| LEAD RETRIEVAL SYSTEM.....   | 22             |
| CUSTOMS CLEARANCE & FREIGHT FORWARDING.....  | 22             |
| STORAGE OF EMPTIES.....  | 22             |
| PARKING PRIVATE CARS.....  | 22             |
| PARKING TRUCKS.....  | 22             |
| HOTEL ACCOMMODATION.....   | 23             |
| LIABILITY & THEFT PREVENTION.....  | 23             |
| INSURANCE.....   | 23             |
| LIABILITY FOR RENTED EQUIPMENT.....  | 23             |
| VAT AND VAT RECLAIM.....   | 23-24          |
| <b>CUSTOMS CLEARANCE &amp; FREIGHT FORWARDING – SECTION 4.....</b>                   | <b>25 - 29</b> |
| <b>SERVICES &amp; DEADLINES (IN ORDER OF DEADLINE AND SUPPLIER) – SECTION 5.....</b> | <b>30</b>      |
| <b>ORDER FORMS – IMPORTANT NOTICES – SECTION 5.....</b>                              | <b>31 - 51</b> |
| <b>STAND FURNITURE CATALOGUE &amp; ORDER FORM – SECTION 6 ****.....</b>              | <b>52 - 63</b> |
| <b>SVENSKA MÄSSAN TECHNICAL GUIDELINES – SECTION 7.....</b>                          | <b>64</b>      |
| <b>ROSE INTERNATIONAL INSTRUCTIONS &amp; REGULATIONS – SECTION 7.....</b>            | <b>65 - 66</b> |

\*\*\*\* Digital version of the Exhibitors Manual: Section 6 comes as a separate pdf document.

## KEYWORD INDEX

|   | Section    | Page             |   | Section    | Page             |
|---|------------|------------------|---|------------|------------------|
| Access to Exhibition Hall               | 2          | 11               | Internet & Telecommunication            | 1, 3, 5    | 5, 21, 30        |
| Accessibility of Stands - Ramps         | 2, 7       | 12, 65           | Internet Café and WiFi                  | 1          | 6                |
| Adapters                                | 2, 3, 5    | 11, 21, 30       | Lead Retrieval System & Catalogue       | 1, 3, 5    | 5, 22, 30        |
| Advertising & Sponsor Programme         | 1          | 6                | Liability – Rented Equipment            | 3          | 23               |
| Animals                                 | 2          | 12               | Liability – Theft Prevention            | 3          | 23               |
| Arrival Deadlines Shipments             | 4          | 25               | Literature and Give Aways               | 1, 7       | 6, 66            |
| Audio-Visual & Computer Equipment       | 1, 3, 5    | 4, 21, 30        | Loading Platform Access Map             | 2          | 14               |
| Badges – Exhibitor                      | 1, 3, 5    | 4, 18-19, 30     | Logo's & Graphics                       | 1, 3, 5    | 5, 21, 30        |
| Booth Inspection                        | 2          | 10               | Lunch boxes/tickets                     | 1, 3, 5    | 4, 6, 20, 30     |
| Break- down Schedule                    | 2          | 10               | Manpower - Help with Construction       | 3          | 18               |
| Building Height                         | 2, 3       | 11, 20           | Objects / Display Systems in Stands     | 2          | 11               |
| Build-up Schedule / Procedures          | 2          | 9, 13            | Occupation of Exhibit Space             | 2          | 10               |
| Carpet – Carpeting Stands & Catalogue   | 2, 5, 7    | 11, 30, 65       | Opening Ceremony                        | 1          | 6                |
| Cash Bar                                | 1          | 6                | Order Forms – Services & Deadlines      | 3, 5       | 18, 30           |
| Cash Dispenser                          | 1          | 7                | Order Forms - Important Notices         | 5          | 31               |
| Catalogue & Subject Index Entries       | 3, 5       | 18, 30           | Order Forms                             | 5          | 32-51            |
| Climate                                 | 1          | 7                | Painting and Sawing                     | 7          | 65               |
| Co-Exhibitor - Application              | 1, 3       | 4, 18            | Parking Cars                            | 3          | 22               |
| Coffee Breaks                           | 1          | 6                | Parking Trucks                          | 3          | 22               |
| Compressed Air                          | 1, 3       | 4, 18            | Payment Procedures / Policy             | 3, 7       | 19, 21, 66       |
| Computer & Audio-Visual Equipment       | 1, 3, 5    | 4, 21, 30        | Placing Orders                          | 3          | 18               |
| Conference Dates & Sessions Hours       | 1          | 5                | Plants & Catalogue                      | 1, 3, 5    | 5, 21, 30        |
| Conference Party                        | 1, 3, 5    | 4, 20, 30        | Plugs                                   | 2          | 11               |
| Conference Registration                 | 3          | 18-19            | Posters on Stand Walls                  | 7          | 65               |
| Conference Organiser                    | 1          | 4                | Posters - Schedule                      | 1          | 6                |
| Currency                                | 1          | 7                | Promotional Activities & Demonstrations | 7          | 66               |
| Customs Clearance / Freight Forwarding  | 1, 3, 4    | 5, 22, 25-29     | Public Transportation                   | 1          | 8                |
| Damage                                  | 7          | 65               | Ramps & Technical Floors                | 2, 7       | 12, 65           |
| Deadlines & Services - Order Forms      | 3, 5       | 18, 30           | Rented Equipment-Liability              | 3          | 23               |
| Delivery Exhibits to Stand              | 2, 3       | 12, 22           | Rigging / Suspensions                   | 2, 3       | 11, 20           |
| Demonstrations & Promotional Activities | 7          | 66               | Regulations & Instructions              | 2, 7       | 12, 64-66        |
| Design Stand                            | 1, 2, 3, 5 | 4, 11, 19-20, 30 | Safety Regulations                      | 1, 7       | 7, 64-66         |
| Display Systems / Objects in Stands     | 2          | 11               | Sawing and Painting                     | 7          | 65               |
| Electricity & Connections               | 1, 2, 3, 5 | 5, 11, 21, 30    | Services-Order & Payment Procedures     | 3, 5, 7    | 18-19, 30, 66    |
| Electricity Plugs and Sockets, Adapters | 2, 3, 5    | 11, 21, 30       | Signs - Lettering & Background Colour   | 7          | 65               |
| Electricity Transformers                | 2, 3, 5    | 11, 21, 30       | Smoking – (non-smoking congress)        | 1          | 7                |
| Emergency Telephone Numbers             | 1          | 7                | Sound, Lighting & Special Effects       | 7          | 65               |
| Empties, Storage                        | 3, 4, 7    | 22, 25-29, 65    | Sponsor Programme & Advertising         | 1          | 6                |
| Events - Social and Commercial          | 1, 3       | 6, 20            | Standard Stand Construction             | 1, 3, 5    | 4, 19-20, 30     |
| Exhibit Space - How To Use              | 2          | 11               | Stand Catering                          | 1, 3       | 5, 18            |
| Exhibition Dates & Opening Hours        | 1          | 5                | Stand Cleaning                          | 2, 3       | 13, 20           |
| Exhibition Location                     | 1          | 4                | Stand Components - Extra                | 1, 3, 5    | 5, 21, 30        |
| Exhibition Organiser                    | 1          | 4                | Stand Design                            | 1, 2, 3, 5 | 4, 11, 19-20, 30 |
| Exhibition Service Desk                 | 1, 2       | 4, 10            | Stand Lay-out                           | 3, 5       | 21, 30           |
| Exhibition Service Desk – Opening hours | 2          | 10               | Stand Number & Final Stand Allocation   | 2          | 12               |
| Exhibition Service Desk – Telephone     | 1, 2       | 4, 10            | Stand Security                          | 1, 3       | 5, 18            |
| Exhibition Services - Introduction      | 3          | 18               | Sockets                                 | 2          | 11               |
| Exhibitor Badges                        | 1, 3       | 4, 18-19         | Storage - Empties                       | 3, 4, 7    | 22, 25-29, 65    |
| Exhibitors - Lists & Floor Plan         | 2          | 12, 15-17        | Subject Index & Catalogue Entries       | 3, 5       | 18, 30           |
| Exhibitors Manual – Download & Copies   | 3          | 18               | Suppliers – Official & Exclusive        | 1          | 4-5              |
| Extension Cords                         | 5          | 30               | Suspensions / Rigging                   | 2, 3       | 11, 20           |
| Floor Load, Max                         | 2          | 11               | Table Cloth                             | 1, 3, 5    | 5, 22, 30        |
| Floor Material                          | 2          | 11               | Technical Floors & Ramps                | 2, 7       | 12, 65           |
| Floor Plan                              | 2          | 12, 17           | Technical Information                   | 2          | 9-17             |
| Flower Arrangements & Catalogue         | 1, 3, 5    | 4, 22, 30        | Technical Specifications                | 2          | 10-11            |
| Freight Forwarding / Customs Clearance  | 1, 3, 4    | 5, 22, 25-29     | Telecommunication & Internet            | 1, 3, 5    | 5, 21, 30        |
| Furniture Rental & Catalogue            | 1, 3, 5, 6 | 5, 21, 30, 52-63 | Theft Prevention - Liability            | 3          | 23               |
| General Conditions Rose International   | 1, 7       | 7, 65-66         | Tourist Information                     | 1          | 7                |
| General Information                     | 1          | 4-8              | Transformers, Voltage                   | 2, 3, 5    | 11, 21, 30       |
| Give Aways and Literature               | 1, 7       | 6, 66            | VAT & VAT Reclaim                       | 3          | 23-24            |
| Goods not Allowed                       | 7          | 66               | Venue                                   | 1          | 4                |
| Graphics & Logo's                       | 1, 3, 5    | 5, 21, 30        | Visa                                    | 1          | 8                |
| Hostesses                               | 1, 3       | 5, 18            | Voltage / Transformers                  | 2, 3, 5    | 11, 21, 30       |
| Hotel Accommodation                     | 1, 3       | 5, 23            | Waste Removal                           | 7          | 65               |
| How to get to Gothenburg                | 1          | 7-8              | Water Connection                        | 1, 3       | 5, 18            |
| Instructions & Regulations              | 2, 7       | 12, 64-66        | Welcome Reception                       | 1, 3, 5    | 4, 6, 20, 30     |
| Insurance                               | 3, 4, 7    | 23, 25, 66       |   |            |                  |

## GENERAL INFORMATION

**Exhibition Organiser**

For all exhibition related questions, please contact Rose International:

|                         |   |  |                                |
|-------------------------|---|--|--------------------------------|
| Name                    | Rose International                              |  |                                |
|                         | Exhibition Management & Congress Consultancy bv |  |                                |
| Address                 | P.O.Box 93260                                   |  |                                |
|                         | NL-2509 AG The Hague                            |  |                                |
|                         | The Netherlands                                 |  |                                |
| Telephone               | +31(0)70 383 89 01                              | Contacts   | Jantie de Roos                 |
| Fax                     | +31(0)70 381 89 36                              |  | Krista Vink                    |
| Telephone at Exhibition | Tel.: + 46 31 708 8300                          | E-mail   | jderoos@rose-international.com |
| Service Desk            |   |  | kvink@rose-international.com   |
|                         |   | This line is open only during Exhibition Service Desk opening hours from 12 – 15 June 2010 (see page 10, Section 2, for further details) |                                |

**Conference Organiser**

For information on the conference programme, please contact the Congress Office:

|           |  |         |                       |
|-----------|--|---------|-----------------------|
| Name      | ESHG 2010 - c/o Vienna Medical Academy–VMA |         |                       |
| Address   | Alser Strasse 4                            |         |                       |
|           | AT - 1090 Vienna, Austria                  |         |                       |
| Telephone | +43 (0)1 405 138 322                       | Contact | Mirjam Uebelhör       |
| Fax       | +43 (0)1 407 827 4                         | E-mail  | eshg@medacad.org      |
|           |  | URL     | www.eshg.org/eshg2010 |

**Exhibition Location**

For any questions regarding the Svenska Mässan, please contact Rose International.

|                  |   |     |                      |
|------------------|---|-----|----------------------|
| Venue            | Svenska Mässan Exhibition and Congress Centre<br>(formerly called: Gothenburg Convention & Exhibition Centre) |     |                      |
| Exhibition Area  | Hall B  |     |                      |
| Visiting Address | Mässans Gata/Korsvägen<br>SE - 412 94 Gothenburg, Sweden  |     |                      |
| Telephone        | +46 31 708 8000   | URL | www.svenskamassan.se |
| Fax              | +46 31 160 330  |     |                      |

➔ **Do not send any materials to Svenska Mässan, they will not be accepted.**

For all transportation and delivery of goods, see page 22 in Section 3 and Customs Clearance & Freight Forwarding on pages 25 – 29, Section 4.

**Suppliers**

For questions regarding the services offered, please contact the relevant suppliers as mentioned in the list below, and on the individual order forms. These suppliers have been appointed by Rose International. For further information on these services, see Section 3, Exhibition Services. Order forms in Sections 5 & 6. "Exclusive supplier" means: it is not allowed to use other suppliers for these services.

- Services from **Rose International**:

**Badges****Co-exhibitor on the stand****Standard stand construction / Design stand****Welcome reception / Conference Party / Lunch tickets**

Contact details **Rose International**: see top of this page.

- Services from **Svenska Mässan**:

**Audiovisual & computer equipment****Compressed air – exclusive supplier****Flower arrangements**

► Continued on next page.

**Electricity connections & supplies** – *exclusive supplier***Extra stand components**, for the package of standard stand construction - *exclusive supplier***Hostesses****Internet & telecommunication** – *exclusive supplier***Logo's & graphics**, if graphic is fixed to walls/fascia of standard stand construction – *exclusive supplier***Plants****Stand catering** – *exclusive supplier***Stand furniture****Stand security** – *exclusive supplier***Table cloths****Water connections** – *exclusive supplier***Contact details Svenska Mässan:**

|           |   |         |                                   |
|-----------|---|---------|-----------------------------------|
| Name      | Svenska Mässan Exhibition and Congress Centre |         |                                   |
| Address   | Mässans Gata 6                                |         |                                   |
|           | SE - 412 94 Gothenburg, Sweden                | Contact | Anders Stenfeldt                  |
| Telephone | +46 31 70 88 139                              | E-mail  | anders.stenfeldt@svenskamassan.se |
| Fax       | +46 31 70 88 630                              | URL     | www.svenska massan.se             |

**Freight Forwarder** – *exclusive supplier*

|           |                          |         |                        |
|-----------|--------------------------|---------|------------------------|
| Name      | DHL Trade Fairs & Events |         |                        |
| Address   | Mässans Gata 6           |         |                        |
|           | SE – 412 51 Gothenburg   | Contact | Daniel Forsell         |
| Telephone | +46 (0) 31 708 86 37     | E-mail  | daniel.forsell@dhl.com |
| Mobile    | +46 (0) 709 345 215      |         |                        |

**Hotel Accommodation**

|           |                           |         |                                   |
|-----------|---------------------------|---------|-----------------------------------|
| Name      | Mondial Congress & Events |         |                                   |
| Address   | Operngasse 20b            |         |                                   |
|           | AT - 1040 Vienna          | Contact | Patrick Barabas                   |
| Telephone | +43 (0)1 588 041 43       | E-mail  | eshg2010@mondial-congress.com     |
| Fax       | +43 (0)1 588 041 85       | URL     | https://www.eshg.org/hotel.0.html |

**Lead Retrieval System** – *exclusive supplier*

|           |                                  |         |                             |
|-----------|----------------------------------|---------|-----------------------------|
| Name      | Webges Meeting Applications GmbH |         |                             |
| Address   | Nussdorferstr. 20/22             |         |                             |
|           | AT - 1090 Vienna                 | Contact | Christian Kempny            |
| Telephone | +43 (0)1 319 699 926             | Mobile  | +43 676 83437-326           |
| Fax       | +43 (0)1 319 699 933             | E-mail  | christian.kempny@webges.com |
|           |                                  | URL     | http://www.webges.com       |

**Exhibition Dates & Opening Hours**

|         |              |       |   |           |
|---------|--------------|-------|---|-----------|
| Sunday  | 13 June 2010 | 08.30 | - | 18.00 hrs |
| Monday  | 14 June 2010 | 08.30 | - | 18.00 hrs |
| Tuesday | 15 June 2010 | 08.30 | - | 13.30 hrs |

- Stands must be staffed at all times during opening hours of the exhibition.
- If a booth is not staffed when the exhibition opens, the organisers will remove protective covers and will turn on the stand lights.
- For build-up and break-down schedules see page 9 -10.

**Conference Dates & Sessions Hours**

|          |              |       |   |   |
|----------|--------------|-------|---|---|
| Saturday | 12 June 2010 | 14.30 | - | 20.00 hrs                                 |
|          |              |       |   | Conference registration open at 10.00 hrs |
|          |              | 20.00 | - | 21.30 hrs <b>Welcome reception</b>        |
| Sunday   | 13 June 2010 | 08.45 | - | 18.45 hrs                                 |
| Monday   | 14 June 2010 | 08.45 | - | 18.45 hrs                                 |
| Tuesday  | 15 June 2010 | 08.45 | - | 15.30 hrs                                 |

For details see the programme on the conference website: [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010).

**Opening Ceremony and Welcome Reception**

Exhibitors are invited to the Opening Ceremony, followed by the first two plenary sessions, on Saturday 12 June from 15.45 – 20.00 hrs, and to the Welcome Reception at 20.00 hrs, all in Svenska Mässan. Please use form 3 in Section 5 to order your tickets (no charge) for the Welcome Reception.

**Poster Mounting, Removal and Presentation Schedule**

Poster presentations will be held in the exhibition hall from 13 – 15 June. Poster mounting, viewing and removal times are:

|          |              |       |   |                            |
|----------|--------------|-------|---|----------------------------|
| Saturday | 12 June 2010 | 12.00 | - | 14.00 hrs Poster mounting* |
| Sunday   | 13 June 2010 | 08.30 | - | 18.00 hrs Poster viewing   |
| Monday   | 14 June 2010 | 08.30 | - | 18.00 hrs Poster viewing   |
| Tuesday  | 15 June 2010 | 08.30 | - | 13.00 hrs Poster viewing   |
| Tuesday  | 15 June 2010 | 13.00 | - | 14.00 hrs Poster removal   |

\*For security reasons exhibitors are advised to staff their stand during poster mounting hours on Saturday.

**Internet Café and WiFi**

The Internet Café's in the exhibition/poster area are open during exhibition opening hours:

|         |              |       |   |           |
|---------|--------------|-------|---|-----------|
| Sunday  | 13 June 2010 | 08.30 | - | 18.00 hrs |
| Monday  | 14 June 2010 | 08.30 | - | 18.00 hrs |
| Tuesday | 15 June 2010 | 08.30 | - | 13.30 hrs |

WiFi will be available free of charge to all conference participants and exhibitors in the exhibition area. Password for access: ESHG2010.

Exhibitors requiring a reliable Internet connection on their stand are advised to order their own connection (form 10 in Section 5).

**Coffee Breaks, Lunch & Cash Bar**

During the official breaks of the conference (as published in the conference programme), coffee/tea and juices will be served in the exhibition area free of charge for participants and exhibitors.

A cash bar will be open in the exhibition area during opening hours of the exhibition, and on Saturday during build-up hours. The cash bar will offer various sandwiches, snacks and beverages at a charge. The menu can be viewed at the cash bar itself. The cash bar takes cash payment in SEK as well as EURO.

Lunch boxes can be ordered (only before the conference, no on-site orders) for Sunday 13, Monday 14 and Tuesday 15 June. For costs and to order, use order form 3 in Section 5.

For stand catering, see page 18, Section 3 (order form available from Svenska Mässan and Rose International, on request). It is not allowed to serve drinks and food on your stand, or anywhere else in Svenska Mässan, other than ordered from the catering department of the venue.

**Events during the Conference - Social and Commercial**

The Annual Meetings Committee of the ESHG do not allow any events, commercial or social, outside the opportunities for company satellite meetings offered in the sponsor programme. The sponsor programme is available from Rose International.

**Sponsor Programme and Advertising**

ESHG 2010 offers an attractive range of sponsorship and advertising opportunities, giving considerable exposure before and during the conference. Sponsorship items range from inserts in the conference bags, to the Internet Café, the badges, the conference signage in Svenska Mässan, the official coffee breaks and many more. For full information please contact Rose International.

**Literature and Give Aways**

Distribution of literature and give aways is not permitted outside the exhibitor's stand (art. 3.4 of Rose International General Conditions).

It is however allowed to display exhibitors literature, in reasonable quantities, on the Free Literature table in the exhibition area. Please help to keep the table neat and tidy.

---

**Smoking**

Apart from the fact that ESHG 2010 is a non-smoking conference, the congress centre itself, Svenska Mässan, do not allow smoking in any part of the building.

---

**Emergency Telephone Numbers & Safety Regulations**

Take good notice of the safety regulations of Svenska Mässan, which you will find in Section 7, page 64 in this manual.

In case of an emergency in Svenska Mässan call one of the following numbers (staff inside the building):

Security: +46 31 708 8790 (from an internal phone just dial 8790)

First aid: +46 31 708 8170 (from an internal phone just dial 8170)

In case of an emergency during your stay in Gothenburg (outside Svenska Mässan) you can call the emergency hotline 112 (when every second counts).

---

**General Conditions of Rose International**

The General Conditions of Rose International may be found on the backside of your exhibit application form and are also available on request from Rose International.

---

**Cash Dispenser**

Cash dispensers are situated outside (right-hand side) and inside (left-hand) of Entrance 5. See map on page 14, Entrance 5 is situated to the left of Entrance 4.

---

**Currency**

The currency in Sweden is Swedish Kronor (SEK). For up-to-date exchange rates, please refer to a currency exchange site on the Internet, e.g. [www.xe.com](http://www.xe.com).

---

**Climate**

Sweden enjoys a mostly temperate climate despite its northern latitude, mainly because of the Gulf Stream. The average temperature in June usually varies between 9°C and 19°C (49° and 67° Fahrenheit). In midsummer, daylight takes over and there is barely any night darkness during June and July.

---

**Tourist Information**

For tourist information on Gothenburg and Sweden, please refer to the following websites: [www.visitsweden.com](http://www.visitsweden.com) or [www.sverigeturism.se](http://www.sverigeturism.se) or [www.goteborg.com](http://www.goteborg.com)

---

**How to get to Gothenburg and Svenska Mässan**

Svenska Mässan is located at the junction of Mässans Gata and Korsvägen, with the Gothia Towers Hotel connected to it. The complex is within walking distance of most hotels, restaurants and shopping areas.

---

**From Landvetter Airport (the main airport of Gothenburg, located 25 km from the city)****Bus**

Buses operate from Landvetter Airport to the Central Station via Svenska Mässan/"Korsvägen" (Nils Ericsons Terminal) in Gothenburg, three times per hour. Travel time is 30 minutes and fares are SEK 80 and children aged 8-17 SEK 55.

**Taxi**

A number of different taxi companies operate in Gothenburg, and their rates can vary. Please note that there are fixed rates for transfers to and from Landvetter Airport to the centre of Gothenburg, price range between SEK 282 – SEK 440. Make sure to confirm the rate before your taxi leaves the airport.

---

**From Gothenburg City Airport (Säve Flygplats, located 15 km from the city)**

A coach service from the airport to Nils Ericsonsplatsen / Central Station leaves 30 min after the arrival of Ryanair flights. The bus back to the airport leaves the Nils Ericsons Terminal 2 hours 20 minutes before flight departure times. The journey time takes about 30 min. Fare: SEK 60.

From Nils Ericsonsplatsen / Central Station take the tram as mentioned below.

---

**From Gothenburg Central Train Station by tram**

Take tram No. 2, 4 or 13 directly to Svenska Mässan.

Alternatively, go to nearby Brunnsparken (150 m from the Central Station), where you can take tram No. 4 or 5, also directly to Svenska Mässan.

The trams stop at Korsvägen, just opposite Svenska Mässan/Gothia Towers Hotel.



### Getting to Svenska Mässan by Car

On arriving to Gothenburg, turn off at the "Mässan Scandinavium Liseberg" sign.

Park your car in the Gårda Shopping Centre Multi-storey car park (maximum height: 2.10 m), adjacent to Svenska Mässan/Gothia Towers Hotel. Take the Foot bridge to Svenska Mässan.

- E6 and E20 highways northbound Stockholm/Oslo or southbound Malmö.
- Route 40 from Borås
- Route 45 from Karlstad



---

### Gothenburg City Transportation and Taxi's

#### Public transportation

Gothenburg has a modern and efficient public transportation network which includes an elaborate tramway system, buses, and ferries. The city has over 200 trams, covering 11 different routes, all of which connect to the other means of public transportation. Tickets and multi-day cards can be purchased at Västtrafik Customer Service at Brunnsparken, Drottningtorget and Nils Ericsons Terminal. One-way tickets can also be purchased on the trams, in a vending machine (takes coins only), or at the Pressbyrå kiosk and at 7-eleven shops. **You can not purchase tickets directly from the driver.**

#### Gothenburg Pass

The Gothenburg Pass ("Göteborgs Pass") offers free transportation on buses, trams and archipelago boat trips, free entry to Gothenburg museums and the Liseberg amusement park, as well as a free boat trip to Elfsborg fortress and free parking in borough spaces.

There are also special offers for shopping, special events, entertainment, restaurants and sights.

The card can be bought at Gothenburg tourist offices, the Central Station, Pressbyrå kiosk, hotels, youth hostels and camping sites. Rates:

SEK 245 for 24 hours (SEK 170 for children under 16)

SEK 340 for 48 hours (SEK 240 for children under 16)

#### Taxis

There are several companies to choose from. You can phone for a taxi or hail one on the street. The driver should have a taxi ID card clearly displayed in the vehicle. Avoid unlicensed taxis.

Taxi Göteborg +46 (0)31-650 000

Minitaxi +46 (0)31-140 140

Taxi Kurir +46 (0)31-27 27 27

Taxis are always available from the Gothia Towers Hotel (connected to Svenska Mässan).

---

#### Visa

Don't forget to check with your travel agency or with the Swedish consulate or embassy in your country if you need a visa to enter the country.

## TECHNICAL INFORMATION

### Build-up Schedule

We strongly advise exhibitors to use the standard stand construction package, which is included in the stand space fees. Build-up and break-down times are limited.

#### A. Schedule for exhibitors using **the standard stand construction** package:

Friday, 11 June

NO ACCESS for exhibitors who use the package of standard stand construction (Form 2 in Section 5).

Saturday, 12 June

08.00 – 11.30 hrs

Bringing in and installation of exhibits.

Saturday, 12 June

11.30 hrs

Aisles must be clear and empties and packing materials taken for storage.

Saturday, 12 June

11.30 – 18.00 hrs

Installation of exhibits inside the stands only, no more movements in the aisles in view of poster mounting by authors and carpeting of aisles.

#### B. Schedule for exhibitors bringing and **building their own stand**:

Friday, 11 June

09.00 – 19.00 hrs

Stand construction works by exhibitors and their stand contractors who bring and **build their own stand (Form 2, Section 5)** and have a **written agreement with Rose International** about their construction works on Friday 11 June 2010.

All **construction works must be finished on Friday 11 June by 19.00 hrs**, no more construction works allowed on Saturday 12 June.

Saturday, 12 June

08.00 – 11.30 hrs

Bringing in and installation of exhibits.

**No construction works allowed (see Friday).**

Saturday, 12 June

11.30 hrs

Aisles must be clear and empties and packing materials taken for storage.

Saturday, 12 June

11.30 – 18.00 hrs

Installation of exhibits inside the stands only, no more movements in the aisles in view of poster mounting by authors and carpeting of aisles.

► If **in doubt** whether you belong to group **A (standard stand construction)** or group **B (build own stand)**, do check with Rose International in order to avoid any misunderstandings on your build up schedule.

#### Important notes:

To be ready for the mounting of scientific posters by authors in the exhibition area from 12.00 – 14.00 hrs on Saturday, 12 June, exhibitors are requested to strictly observe the build-up schedule in order to guarantee the safety of authors and all other persons in the exhibition/poster area.

**In particular the aisles must be clear of all possible materials by 11.30 hrs on Saturday.**

**A schedule of build-up procedures is given on page 13 (this section).**

Contractual working hours agreed with Svenska Mässan do not **allow for any delay** in leaving the exhibition area after contractual hours. Should an exhibitor/his staff/his contractor or supplier not leave the premises at, or before, the times printed above, that exhibitor will be held responsible for additional rental fees incurred.

### Break-down Schedule

#### A. Schedule for exhibitors using the **standard stand construction package**:

|                  |                   |  |
|------------------|-------------------|--|
| Tuesday, 15 June | 13.30 – 14.15 hrs | Packing up activities <b>inside the stand</b> only.                    |
|                  | as of 13.30 hrs   | Delivery of empties to the stands.                                     |
|                  | 14.15 – 16.30 hrs | Taking exhibits out of the exhibition hall.                            |
|                  | 16.30 hrs         | Start dismantling standard stand construction by the stand contractor. |

#### B. Schedule for exhibitors **bringing and building their own stand**:

|                  |                   |  |
|------------------|-------------------|--|
| Tuesday, 15 June | 13.30 – 14.15 hrs | Packing up activities <b>inside the stand</b> only.                      |
|                  | as of 13.30 hrs   | Delivery of empties to the stands.                                       |
|                  | 14.15 – 19.00 hrs | Break-down and taking materials and exhibits out of the exhibition hall. |
|                  |                   | The premises must be completely cleared of all materials by 19.00 hrs.   |

**N.B.** At 19.00 hrs on Tuesday, 15 June, stands must be cleared and all materials and exhibits must have been taken out of the exhibition hall in view of the contractual rental period. After 19.00 hrs the organisers are entitled to have goods removed and stored at the expense of the relevant exhibitor.

### Exhibition Service Desk - Check-in

Exhibitors and their contractors should check-in at the Exhibition Service Desk (Hall B, exact location to be announced in final floor plan) upon their arrival at Svenska Mässan. They will then receive further instructions. See opening hours of the Exhibition Service Desk below.

### Exhibition Service Desk - Opening Hours

|                         |          |         |  |
|-------------------------|----------|---------|--|
| Build-up                | Friday   | 11 June | 08.00 – 19.00 hrs ( <b>only for exhibitors who build their own stand</b> and have a written agreement with Rose International about their construction works on Friday 11 June 2010. |
| Build-up                | Saturday | 12 June | 08.00 – 18.00 hrs  |
| Exhibition              | Sunday   | 13 June | 08.00 – 18.00 hrs  |
| Exhibition              | Monday   | 14 June | 08.00 – 18.00 hrs  |
| Exhibition / break-down | Tuesday  | 15 June | 08.00 – 19.00 hrs  |

### Exhibition Service Desk - Telephone Number

During opening hours of the Exhibition Service Desk from Friday, 11 – Tuesday, 15 June, the following direct telephone line will be in operation: + 46 31 708 8300.

### Occupation of Exhibit Space

If an exhibitor has not taken up his stand space on:

**A.** 12 June 2010 at 16.00 hrs – exhibitors using the standard stand construction package

**B.** 11 June 2010 at 15.00 hrs – exhibitors bringing/building their own stand

Rose International may dispose of his stand space without notice or proof of default. The agreed price remains due in full and the exhibitor is not entitled to any compensation.

### Booth Inspection

Inspection of the booths is carried out continuously during build-up procedures in order to make sure that you have received the services ordered and to see to it that instructions of and on behalf of the organisers and Svenska Mässan have been taken into account.

### Technical Specifications

Below are important technical specifications related to the use of your exhibit space, the standard stand construction package, and the exhibition area in general.

► Continued on next page.

|  |  |
|--|--|
| <b>Design stands –</b><br>how to use your<br>exhibit space | <p><b>In-line stands</b> should have side and back walls measuring the full depth and width of the rented stand space. Walls must be 2.50 m high.</p> <p><b>Head stands</b> should have a back wall, 2.50 m high, covering the full width of the stand. Partly closed side walls, bordering on the back wall, are advisable in order to hide e.g. the backside and wires of spotlights of a display system in the stand. Contact Rose International for advice if you have a head stand.</p> <p><b>Corner stands</b> must have two back walls over the full depth and height (2.50 m) of the stand.</p> <p><b>It is not allowed to use walls of neighbouring stands; each stand should have its own side and back walls.</b></p> |
| <b>Building height</b>                                     | The building height is 2.50 m for all stand walls and objects inside the stand (height measured from the floor of the hall, not from a technical/raised floor). For higher walls and/or objects inside the stand, permission is required from Rose International by submitting the design of the stand and/or of the object in the stand.  |
| <b>Objects and display systems in stands</b>               | <p>Objects in a stand which are higher than 2.50 m should be placed at a minimum distance of 0.75 m inward from the stand front, side and back lines. For objects higher than 2.50 m permission is required from Rose International.</p> <p>If you want to bring a display system (e.g. pop-up display) to put up in your stand, please inform Rose International of exact measurements (height x width in cm) so we can check if it fits in view of possible height restrictions (cross ceiling beams for stability of the stand reduces height inside stand to 2.45 m in bigger stands).</p>   |
| <b>Floor material exhibition area</b>                      | The floor of the exhibition hall is a concrete floor. Aisles will be carpeted, as well as poster areas and coffee terraces.  |
| <b>Carpeting of stands</b>                                 | <p>All stand floors must be carpeted. Carpet for the standard stand construction stands is included in the package (use form 2 to indicate your choice of colour).</p> <p>Exhibitors who bring/build their own stand should bring their own carpet or order this from Svenska Mässan (form 7, page 39).</p>  |
| <b>Max floor load</b>                                      | 15 tons / m <sup>2</sup>   |
| <b>Electricity</b>   | Voltage: 240V, 50 Hz, 10 Amp. The connections come from ducts in the floor.  |
| <b>Plugs, sockets and adapters</b>                         | Regular European plugs and sockets (Schuko) are used in Sweden, adapters can be ordered with order form 5 (Electricity & Connections). <b>No on-site</b> orders for adapters.  |
| <b>Voltage transformers</b>                                | <p>For equipment from e.g. the US with 110/120V, a transformer is required to connect to 240V. Although we advise exhibitors to bring their own transformer (if required for your own equipment on the stand) transformers can also be ordered with form 5.</p> <p><b>No on-site</b> orders for transformers.</p>  |
| <b>Suspensions/Rigging</b>                                 | The height of the hall allows for suspensions and rigging. Please contact Rose International well in advance if you have any plans for suspensions over your stand. These need careful planning (build-up time is limited!) and the approval of Rose International. All costs involved will be for the exhibitor.  |

#### Access to the Exhibition Hall during Build-up hours

##### A. Exhibitors using the package of **standard stand construction**:

##### - **Access on Saturday 12 June only**

- Exhibitors, who need to unload (car/truck), see next page "Delivery of Exhibits to the Exhibition Area". Unloading and bringing in of exhibits to be finalised before 11.30 hrs that day.

- Exhibitors without materials to unload, or hand-carrying their materials, may enter via Entrance 8 (open as of 09.00 hrs, see map on page 14): follow the corridor on the right-hand side and the security guard will show the onward route.

- Exhibitors should pick up their Exhibitor badges at the Exhibition Service Desk, first thing when coming into the hall.

► Continued on next page.

**B. Exhibitors building their own stand:****Access on Friday 11 June:**

- Exhibitors and their contractors, who need to unload (car/truck), see below "Delivery of Exhibits to the Exhibition Area".
- Exhibitors and their contractors without materials to unload can enter via the Gothia Towers Hotel Lobby (see map on page 14), right-hand side in the lobby. They will receive a worker badge from the security staff which they will pass on their way to the exhibition hall.

**Access on Saturday 12 June:**

- Exhibitors and their contractors, who need to unload (car/truck), see below "Delivery of Exhibits to the Exhibition Area". Unloading and bringing in of exhibits to be finalised before 11.30 hrs that day.
- Exhibitors and their contractors without materials to unload, or hand-carrying their materials, may enter via Entrance 8 (open as of 09.00 hrs, see map on page 14): follow the corridor on the right-hand side and the security guard will show the onward route.
- Exhibitors should pick up their Exhibitor badges at the Exhibition Service Desk, first thing when coming into the hall.
- Contractors should continue to wear their worker badge on Saturday.

**N.B.** Exhibitor badges, and worker badges (only valid during build-up), should be worn at all times.

**Delivery of Exhibits to the Exhibition Hall**

The delivery and removal of exhibition goods, with the exception of hand-carried materials, should take place via the loading platform of Svenska Mässan; see loading platform access map on page 14. The following instructions apply for the delivery and loading of goods.

- The official freight forwarder of Svenska Mässan, and of ESHG 2010 for that matter, DHL (see Section 4) has the exclusive right to move exhibits in with fork lifts etc.
- Exhibitors using their own transportation should inform the goods reception about their arrival date and time before Monday 7 June 2010. This should be done by e-mail: [transport@svenskamassan.se](mailto:transport@svenskamassan.se)
- See further:
  - build-up schedule on page 9
  - loading platform access map on page 14
- The unloading/loading area is limited. Therefore trucks/cars may not stay in the loading site longer than approx. 15 minutes. Parking in the loading area is strictly forbidden.
- Exhibitors hand-carrying their materials to the exhibition hall may use Entrance 8 of Svenska Mässan which will be open on Saturday 12 June as of 09.00 hrs.
- For removal of the exhibits it is not allowed to enter the loading area with cars/trucks until approximately 1 hour after the close of the exhibition.

**Accessibility of Stands - Ramps**

Stands with a technical (raised) floor higher than 2 cm must include an 80 cm wide access ramp with a slope of max 8 %. Ramps must be integrated in the stand design and may not extend beyond allocated floor space.

**List of Exhibitors & Floor plan**

Lists of exhibitors (alphabetical order and by stand number) are on pages 15 and 16. The floor plan is printed on page 17. For exhibitors updates please visit the conference website: [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010).

**Stand Number & Final Stand Allocation**

Stand locations and stand numbers will be (re-)confirmed by Rose International in April 2010. In case it is necessary to change an exhibitor's stand number or stand location, the exhibitor will be notified immediately.

**Animals**

It is not allowed to bring any animals into the building.

**Instructions & Regulations**

For important regulations of Svenska Mässan and Rose International, go to Section 7, pages 64 – 66.

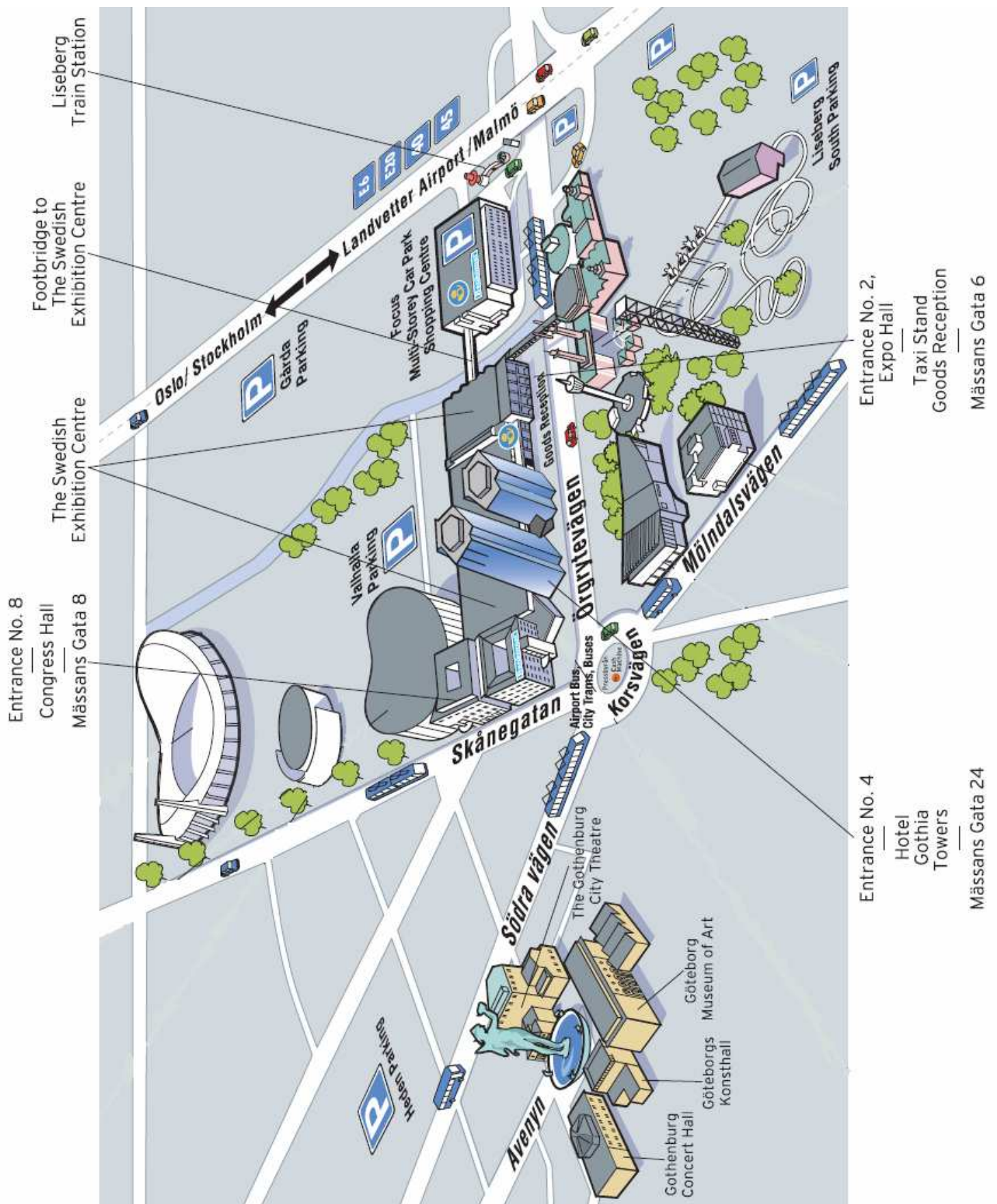
**Schedule of Build-up Procedures**

| TYPE OF ACTIVITY   | Friday<br>11 June | Saturday<br>12 June                       | REMARKS   |
|--|-------------------|---|---|
| Exhibition Service Desk opening hrs during build-up days   | 08.00 – 19.00     | 08.00 – 18.00                             |   |
| Standard stand construction works by the official stand contractor   | All day           |   | Including carpeting of poster areas and coffee terraces.  |
| Bringing in of shipments/exhibits by the official freight forwarder DHL only   | All day           | 08.00 – 11.30                             | If you build your own stand, make sure to instruct DHL to deliver your material early on Friday.  |
| Bringing in of exhibits by exhibitors themselves ( <b>exhibitors using the package of standard construction</b> )  | No Access         | 08.00 – 11.30                             | No more movements in aisles after 11.30 hrs on Saturday.  |
| Construction works by exhibitors <b>bringing/building their own stand</b><br>Agreement with Rose International for construction works on Friday required | 09.00 - 19.00     | No construction works allowed on Saturday | <b>All construction works should be finished on Friday at 19.00 hrs. No sawing and painting allowed in the exhibition hall.</b>           |
| Installation of exhibits <b>inside</b> the stands only (all exhibitors)  |                   | 11.30 – 18.00                             | No more movements in the aisles after 11.30 hrs   |
| <b>Aisles must be cleared of all goods, waste materials, empties etc.</b>  |                   | <b>11.30</b>                              | - Storage of empties: DHL (Section 4)<br>- Want a storage inside your stand? (standard stand construction stands): use Form 7, Section 5. |
| Authors put up their posters in the exhibition area  |                   | 12.00 – 14.00                             | Organisers security advice: <b>staff your stand during these hours and until all authors have left the exhibition hall again.</b>         |
| Aisles cleaned and carpeted  |                   | 14.00 – 18.00                             | Concerns the aisles in and around the exhibition area.  |
| Collection of empties for storage by DHL   |                   | 08.00 – 12.00                             | Make sure to pre-order storage for your empties: DHL, Section 4.  |
| Ordered furniture brought to stands  | End of the day    | 08.00 – 12.00                             | Make sure to order your furniture before the deadline (Order form and Catalogue - Section 6)  |
| Rented computers, AV brought to stands and installed   |                   | 08.00 – 12.00                             | Exhibitor must be present and sign for receipt.   |
| Telephone, Internet Access and equipment installation / opening  |                   | 08.00 – 12.00                             | Exhibitor must be present and sign for receipt.   |
| Ordered plants/flowers brought to stands   |                   | 08.00 – 12.00                             | Exhibitor must be present and sign for receipt.   |
| Opening Ceremony and plenary sessions 1 and 2, followed by Welcome Reception   |                   | 15.45 – 21.30                             | All exhibitors are invited, use form 3 to order tickets for the Welcome Reception (no charge).  |
| Stand cleaning (after build-up cleaning)   |                   | Evening                                   | This is included in your stand space fee, as well as daily cleaning on Sunday and Monday evening.   |

**The Exhibition opens on Sunday 13 June at 08.30 hrs**



## Loading Platform Access Map



**List of Exhibitors: alphabetical**

**Exhibitors as per 26 January 2010** (up-to-date list on [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010))

|  |       |                             |       |
|--|-------|-----------------------------|-------|
| 5 PRIME  | B-336 | Illumina                    | B-310 |
| Abbott   | B-100 | imaGenes                    | B-404 |
| Affymetrix   | B-352 | IMGM Laboratories           | B-250 |
| Agilent  | B-600 | Integrated DNA Technologies | B-324 |
| Ambry Genetics   | B-302 | Interactive Biosoftware     | B-638 |
| Applied Biosystems                                     | B-230 | Irvine Scientific           | B-540 |
| Applied Maths  | B-416 | JSI medical                 | B-364 |
| Applied Spectral Imaging                               | B-406 | Kbioscience                 | B-224 |
| ASHG - American Society of Human Genetics              | TBA   | Knome                       | B-442 |
| ATLAS Biolabs  | TBA   | Kreatech                    | B-468 |
| AutoGen  | B-514 | Laboratory Imaging          | B-454 |
| BaseClear  | B-500 | LUMINEX                     | B-240 |
| BC Platforms   | B-264 | metaBION                    | B-344 |
| Beckman Coulter  | B-408 | MetaSystems                 | B-118 |
| Beijing Genomics Institute                             | B-268 | MFT Services                | B-260 |
| BIOKÉ  | B-520 | MRC - Holland               | B-210 |
| Biological Industries                                  | B-212 | NanoString                  | B-470 |
| BlueGnome  | B-446 | Nature                      | B-130 |
| Cartagenia   | B-632 | NewGene                     | B-552 |
| chemagen   | B-630 | Orphanet                    | TBA   |
| Cytocell   | B-554 | Oxford Gene Technology      | B-550 |
| DNA Genotek  | B-340 | Partek                      | B-304 |
| Enzo Life Sciences                                     | B-516 | PASS Software               | B-262 |
| ESHG - European Society of Human Genetics              | TBA   | PhenoSystems                | B-530 |
| Estonian Genome Center                                 | B-368 | PRESTAGEN                   | B-450 |
| Eurofins MWG Operon                                    | B-444 | Progeny                     | B-400 |
| EuroGentest  | TBA   | Promega                     | B-636 |
| febit biomed   | B-528 | QIAGEN                      | B-546 |
| Fluidigm   | B-342 | RainDance Technologies      | B-322 |
| FLUIGENT   | B-440 | Roche Diagnostics           | B-430 |
| GEN-PROBE Life Sciences                                | B-356 | Skafta MedLab               | B-300 |
| Genetix  | B-634 | Thermo Scientific           | B-410 |
| Genial Genetic Solutions                               | B-346 | TIB MOLBIOL                 | B-420 |
| ICHG 2011 – International Conference of Human Genetics | TBA   | Wiley Blackwell             | B-338 |
| Idaho  | B-358 | Wisepress                   | TBA   |



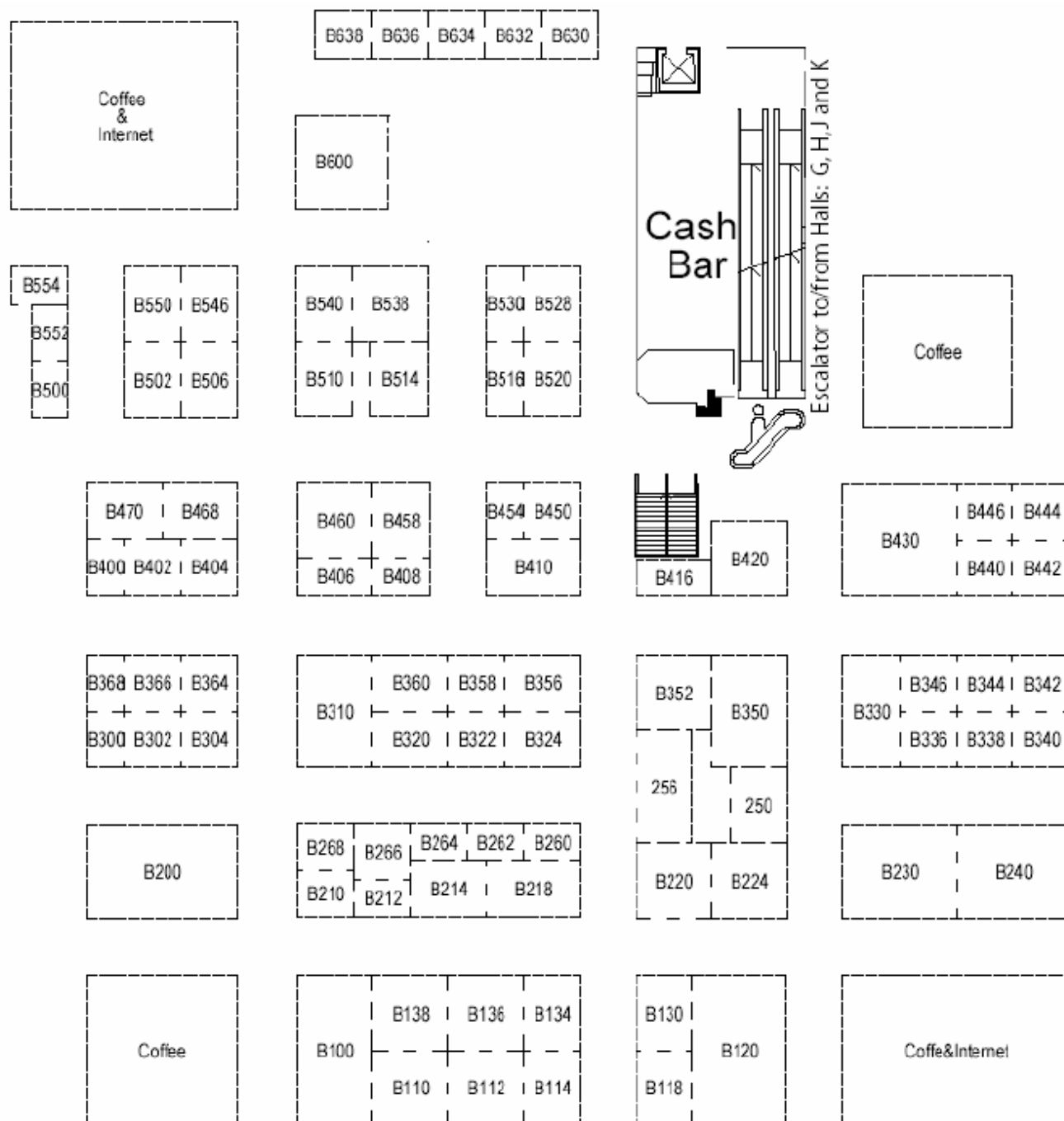
**List of Exhibitors: by stand number**

**Exhibitors as per 26 January 2010** (up-to-date list on [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010))

|       |                             |       |  |
|-------|-----------------------------|-------|--|
| B-100 | Abbott                      | B-420 | TIB MOLBIOL  |
| B-118 | MetaSystems                 | B-430 | Roche Diagnostics                                      |
| B-130 | Nature                      | B-440 | FLUIGENT   |
| B-210 | MRC - Holland               | B-442 | Knome  |
| B-212 | Biological Industries       | B-444 | Eurofins MWG Operon                                    |
| B-224 | KBioscience                 | B-446 | BlueGnome  |
| B-230 | Applied Biosystems          | B-450 | PRESTAGEN  |
| B-240 | LUMINEX                     | B-454 | Laboratory Imaging                                     |
| B-250 | IMGm Laboratories           | B-468 | Kreatech   |
| B-260 | MFT Services                | B-470 | NanoString   |
| B-262 | PASS Software               | B-500 | BaseClear  |
| B-264 | BC Platforms                | B-514 | AutoGen  |
| B-268 | Beijing Genomics Institute  | B-516 | Enzo Life Sciences                                     |
| B-300 | Skafta MedLab               | B-520 | BIOKÉ  |
| B-302 | Ambry Genetics              | B-528 | febit biomed   |
| B-304 | Partek                      | B-530 | PhenoSystems   |
| B-310 | Illumina                    | B-540 | Irvine Scientific                                      |
| B-322 | RainDance Technologies      | B-546 | QIAGEN   |
| B-324 | Integrated DNA Technologies | B-550 | Oxford Gene Technology                                 |
| B-336 | 5 PRIME                     | B-552 | NewGene  |
| B-338 | Wiley Blackwell             | B-554 | Cytocell   |
| B-340 | DNA Genotek                 | B-600 | Agilent  |
| B-342 | Fluidigm                    | B-630 | chemagen   |
| B-344 | metaBIO                     | B-632 | Cartagenia   |
| B-346 | Genial Genetic Solutions    | B-634 | Genetix  |
| B-352 | Affymetrix                  | B-636 | Promega  |
| B-356 | GEN-PROBE Life Sciences     | B-638 | Interactive Biosoftware                                |
| B-358 | Idaho                       | TBA   | ASHG - American Society of Human Genetics              |
| B-364 | JSI medical                 | TBA   | ATLAS Biolabs  |
| B-368 | Estonian Genome Center      | TBA   | ESHG - European Society of Human Genetics              |
| B-400 | Progeny                     | TBA   | EuroGentest  |
| B-404 | imaGenes                    | TBA   | ICHG 2010 – International Conference of Human Genetics |
| B-406 | Applied Spectral Imaging    | TBA   | Orphanet   |
| B-408 | Beckman Coulter             | TBA   | Wisepress  |
| B-410 | Thermo Scientific           |       |  |
| B-416 | Applied Maths               |       |  |

## Floor Plan of the Exhibition (Preliminary)

Floor plan as per 26 January 2010 (preliminary and latest version)



## EXHIBITION SERVICES

### Introduction

This section contains important details on services and suppliers, appointed by Rose International to ensure the smooth build-up and dismantling of the exhibition.

Supplies marked “*exclusive supplier*” (see the order forms in Section 5 and in the suppliers overview on pages 4-5) have exclusivity for these particular services; other suppliers of these services are not allowed at this exhibition.

The following services can be supplied on request, there are no order forms for these in this manual. Kindly contact the relevant suppliers directly if you wish to make enquiries.

- *Co-exhibitor on the stand* – Rose International
- *Coffee machine* – Svenska Mässan
- *Compressed air* – Svenska Mässan – *exclusive supplier*
- *Hostesses* – Svenska Mässan
- *Manpower help with construction of booth* – Svenska Mässan
- *Stand catering* – Svenska Mässan - *exclusive supplier*
- *Stand security* – Svenska Mässan – *exclusive supplier*
- *Water connection* – Svenska Mässan – *exclusive supplier*

For services not listed, contact Rose International.

### Exhibitors Manual – Download & Additional Copies

### Download / On Request

Make sure that your staff members/contractors receive the entire manual, not just parts of it because they will then miss crucial information causing your staff members at the exhibition serious problems.

The manual can be downloaded from the conference website, [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010), Exhibition page. Additional printed copies are available from Rose International at EURO 95.00 each.

### Placing Orders - Deadlines & Surcharges - Mandatory Forms

The order forms for most services are in Section 5, except the form for the stand furniture which you will find in Section 6 along with the furniture catalogue. Orders should reach the relevant suppliers (supplier's contact details are printed on each order form) before the **deadline which is stated on the individual forms**. An overview of deadlines for orders is printed on page 30 in Section 5. Orders received after the deadlines, or on-site, will cause a delay in your building-up procedures and will incur **surcharges** as specified on each order form.

**Note:** Freight forwarding information and contact details in Section 4

Forms marked “**mandatory**” **must be completed and returned, before the stated deadline**, to the relevant supplier **by each exhibitor**.

Two forms are sent to exhibitors by e-mail and should be returned in the same format:

- Catalogue & Subject Index Entry
- Exhibitor & Conference Badges

### Catalogue & Subject Index Entry

### Mandatory - by e-mail

Exhibitors and their co-exhibitor(s) are entitled to company/product information and product listing in the subject index of the exhibition catalogue in the final programme. **Exhibitors receive the form by e-mail** in Excel format, the form should be returned to Rose International in the same format (do not pdf!).

Catalogue entries must reach Rose International **before 1 March 2010**. If your catalogue entry has not reached us by this date, your listing will be limited to company name and stand number.

### Exhibitor Badges & Conference Registrations

### Mandatory - by e-mail

Exhibitors receive 2 complimentary Exhibitor badges for the first 6 m<sup>2</sup> of stand space and 1 additional Exhibitor badge for each following 6 - 12 m<sup>2</sup>. Exhibitor badges above the free allowance are available at EURO 75.00 each, excl. VAT, to a total max of 1 Exhibitor badge on each 3 m<sup>2</sup> of stand space (complimentary + paid Exhibitor badges). **Exhibitors receive the badge form by e-mail** in Excel format; the form should be returned to Rose International by e-mail, in the same format (do not pdf!), before 1 May 2010.

► Continued on next page.

Exhibitor badges give free access to the exhibition area, the scientific sessions (provided that seats are available), the Opening Ceremony and the Welcome Reception at the Svenska Mässan on Saturday 12 June (time schedule on page 6, Section 1). Exhibitor badges include refreshments which are free for participants during the official breaks (printed in the final programme).

In case exhibitor staff exceeds the total allowance of 1 Exhibitor badge per 3 m<sup>2</sup> of exhibit space (free+paid badges), it is possible to order regular non-ESHG member Conference registrations from Rose International: *EURO 380.00 for registrations before 31 March 2010.*

*EURO 480.00 for registrations after 31 March 2010.*

To order these Conference registrations (conference bag included for each registration, no restriction to number) and receive a badge the same format / colour as your Exhibitor badges (yellow as usual), please use the Exhibitor badge form from Rose International. Rose International charges VAT on these badges.

To order Conference registrations and receive a badge the same format /colour as regular participants, book your Conference registration(s) on-line at the conference website: [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010). No VAT is charged on badges ordered on-line.

Please note that Exhibitor and Conference badges (ordered from Rose International):

- must show the name of the exhibiting company and the personal name (both are mandatory);
- will not be sent to exhibitors in advance;
- must be collected by exhibitor's contact person at the Exhibition Service Desk on **Saturday, 12 June between 8.00 – 18.00 hrs.** The person who picks up the badges will be asked to sign for receipt;
- cannot be picked up individually by exhibitor's staff members;
- must be worn visibly by company staff at all times in view of security and access procedures.

Changes and cancellations of Exhibitor Badges:

- personal names may be changed free of charge **before 1 June 2010**;
- after 1 June (so also on-site) there is a charge of EURO 20.00 plus VAT for each change (payment on-site when collecting the badges);
- cancelled Exhibitor badges will not be refunded at any time and remain payable in full.

Changes and cancellations of Conference Registrations:

- change of names is not possible; cancellations will be treated as per the cancellation policy of regular participant registrations (see the conference website).

#### **Orders for and Payments to Rose International**

#### **Mandatory - Form 1**

1. Rose International needs to be informed if you wish to pay your orders (from Rose International) by bank transfer or credit card, so please fill in and return this form before the stated deadline.
2. If you choose the option "bank transfer" then you do not need to fill in the section Credit Card Details.
3. In case you choose the option "Credit Card", please fill in the section Credit Card Details and make sure to return the form together with your first order.
4. A surcharge of 5% of total due, including VAT, plus EURO 2.00 transaction costs are due on all credit card payments.
5. Orders for Rose International **received after 1 May 2010** will only be processed after receipt of the fully completed form 1 (including the section Credit Card Details).
6. All bank transfer costs are for account of the exhibitor, so please instruct your bank accordingly.
7. On-site orders can only be processed after cash (EURO) or credit card payment (plus surcharges).
8. Exhibitors will receive an invoice, with specified Swedish VAT, for all their orders: the invoice will state whether the amount due should be transferred by bank (if so requested by exhibitor and only possible for orders received before 1 May 2010) or whether the amount due will be/has been charged to exhibitor's credit card (as requested by exhibitor and applicable for orders received after 1 May 2010).

#### **Standard Stand Construction or Design (own) Stand**

#### **Mandatory - Form 2**

Each exhibitor should fill in form 2 and indicate:

- A.** if he/she uses the standard **stand construction package** (included in exhibit space fee) or  
**B.** if he/she **builds his/her own stand** (build-up time is limited, we highly recommend to use the package)

► Continued on next page.

**A. Companies using the standard stand construction package:**

The package included in your space rental fee is:

- stand walls 250 cm high **1) 2)**
- fascia with company name and stand number (in standard lettering, max. 20 characters)
- one spotlight/3m<sup>2</sup>, excluding electricity connection and consumption (use form 5 to order)
- carpet (choice of colours, see catalogue behind form 2, page 34)

On form 2 please fill in how your company name should show on the fascia board, and the colour carpet you wish to have in the stand. If your choice is not marked you will get the default colour: 5014 – graphite.

**1)** If you wish to bring a display (e.g. pop-up system) to put up in your stand, inform Rose International timely of exact measurements (height x width in cm) to check if it fits (height restrictions in some stands).

**2)** Actual surface of the panels is 931 x 2400 mm (for graphics which you may bring).

**B. Companies building their own stand:**

Fill in form 2 please to inform Rose International that you are not using the package of standard stand construction and that you are building your own stand, stating full contact details of your stand contractor. The contractor should agree with Rose International on construction works to be carried out on Friday 11 June (no construction works allowed on Saturday 12 June). See build-up schedule on page 9.

It is not possible to order parts of the package of standard stand construction if you build your own stand, neither is there a reduction on your stand space fee if you bring/build your own stand.

The **stand design**, scaled with full measurements in cm (including height of the stand itself and if applicable objects inside the stand), must reach Rose International for written **approval before 1 April 2010**.

**Please note the following important instructions:**

- stand walls should be finished on both sides; read specifications on pages 10 - 11 in this manual;
- the sight on/of neighbouring stands may not be hindered;
- the stand must be carpeted;
- stand lights are compulsory (use form 5 to order electricity connection and consumption);
- building height of the stand should be 2.50 m exactly, measured from the floor of the hall. Permission to build higher is required from Rose International;
- objects inside the stand may not exceed 2.50 m without written permission from Rose International;
- suspension/rigging is possible considering the height of the hall, note though that build-up time is limited;
- permission is needed from Rose International for any suspensions/rigging and all costs involved are for the exhibitor.

For further important instructions for design stands see page 64 – 66, Section 7, Instructions and Regulations.

**Stand Cleaning**

Daily cleaning of the floor of the stand is included in your fee. Wastepaper baskets (order with Form 9 Section 6) will be emptied only if you put these close to the aisle, on the edge of your stand (this is to avoid that wastepaper baskets which are used for other purposes than trash will be emptied as well).

**Welcome Reception & Conference Party****Form 3**

The Welcome Reception on Saturday 12 June will be held at Svenska Mässan from 20.00 – 21.30 hrs. All exhibitors are welcome (free admission). Kindly use form 3 to inform us of the number of tickets you require. The number of tickets requested may not exceed the number of exhibitors badges that you have ordered.

Exhibitors who would like to join the conference party on Monday 14 June at 20.00 hrs, please order your tickets using form 3. For information on the event see the conference website: [www.eshg.org/eshg2010](http://www.eshg.org/eshg2010) (Registration or Social Events). Capacity is limited, so register as early as possible.

**Lunch Boxes****Form 3**

Lunch boxes are available for Sunday 13, Monday 14 and Tuesday 15 June, use form 3. No on-site orders. The lunch boxes will be available at the coffee terraces in the Exhibition hall, as of around 12.00 hrs. Tickets are issued for ordered lunch boxes and will be handed over together with the exhibitor badges.

**Orders for and Payments to Svenska Mässan****Mandatory - Form 4**

1. Order forms for Svenska Mässan should be accompanied by payment form 4, indicating if the exhibitor would like to pay by bank or credit card.
2. For credit card payment, fill in credit card details.
3. For bank transfers use bank details below.
  - Bank name/address: Svenska Handelsbanken, SE-04540 Gothenburg
  - IBAN: SE456 000 0000 00 05740 46 798 (for companies outside Sweden)
  - Account number: 6694 574 046 798 (for Swedish companies)
  - Swift/BIC: HANDSESG
 Bank transfer costs are for account of the exhibitor (to avoid in EU, use Swift/BIC code and IBAN).
4. Svenska Mässan will issue an invoice for your orders, with specified VAT.

**Electricity Connections & Supplies***Exclusive supplier - Mandatory - Form 5*

**All exhibitors** (also those using standard stand construction) **must order electricity** for their stand. Connections and power consumption are not included in the stand space fee. Use form 5.

- Each stand will have a switch to turn on/off the stand lights. It is mandatory to switch the stand lights off daily at the close of the exhibition and to turn these on no later than 08.30 each morning.
- The two free sockets are not connected to the switch for the stand lights, so, if you wish, you can use these free sockets also for 24 hr electricity should you need this, e.g. for a fridge. 24 hr consumption is included in the fees.

**Electricity** Voltage: 240V, 50 Hz (50 cycles), 10 Amps.

**Plugs, sockets and adapters** Regular European plugs and sockets (Schuko) are used in Sweden, adapters available with order form 5 (Electricity & Connections). **No on-site** orders for adapters.

**Voltage transformers** For equipment from e.g. the US with 110/120V, a transformer is required to connect to 240V. Order form 5. **No on-site** orders for transformers.

**Stand Lay-Out****Mandatory - Form 6**

In order to know where to install your electricity connection, storage (order with form 7, Extra Stand Components), your Internet connection etc., exhibitors are requested to use form 6 to indicate where they wish to have these. The grid allows you to illustrate how you intend to use your stand space.

**Extra Stand Components***Exclusive supplier - Form 7*

Use form 7 to order additional elements for the **standard stand construction** package (shelves, storage, and coat rack). Bear in mind to order a storage unit for your stand, to hide your spare supplies and small packing materials.

**Logo's & Graphics****Form 8**

To order your company logo (e.g. for the stand fascia) or other graphics, use form 8.

**Note:** Svenska Mässan is exclusive supplier of logo's and graphics that need to be fixed to fascia/stand walls of the standard stand construction package.

**Stand Furniture****Section 6 - Form 9**

Furniture can be ordered with order form 9. You will find the furniture catalogue and form in Section 6 in this manual. **In the digital version of the Exhibitors Manual, Section 6 comes as a separate pdf document.**

**Internet & Telecommunication***Exclusive supplier - Form 10*

For Internet access, use order form 10. WiFi will be available free of charge in the exhibition hall to all conference participants and exhibitors. Password for access: ESHG2010

However, exhibitors requiring a reliable Internet connection on their stand, please order your own connection. If you need a telephone line please contact Svenska Mässan.

**Audio-Visual & Computer Equipment****Form 11**

Audio-visual equipment, computers, printers, monitors and other relevant equipment may be ordered with form 11. For any AV or computer related items not listed, contact the official supplier, Svenska Mässan.

**Plants****Form 12**

Use form 12, and the plants catalogue behind the form, for plants in your stand.

**Flower Arrangements****Form 13**

Use form 13, and the flower arrangements catalogue behind the form, for flowers in your stand.

**Table Cloths****Form 14**

If you wish to cover your table top, please order a table cloth (white only, 2 sizes) with form 14.

**Lead Retrieval System***Exclusive supplier - Form 15*

A lead retrieval system is available from Webges (same as provided at the previous ESHG meetings). See documentation and form 15 in Section 5.

**Customs Clearance & Freight Forwarding***Exclusive supplier - Section 4*

DHL is the official forwarding agent to take goods into Svenska Mässan and to exhibitors' stands. DHL provide customs clearance, un/loading, return transport, storage of empties etc. See Section 4 for detailed shipping instructions, tariff, order form, and packing list.

Companies driving their goods to Svenska Mässan themselves, note that delivery to the stand is allowed only on Saturday 12 June between 08.00 and 11.30 hrs.

**Important aspects for your shipping:**

- Carefully note arrival deadlines on page 25 in Section 4, these are crucial.
- Do not send any goods directly to Svenska Mässan; your shipment will not be accepted.
- Courier shipments should be avoided. Remember that courier offices are closed on Saturdays and Sundays. Use regular shipping to DHL. If courier shipment cannot be avoided, go through DHL (see instructions in Section 4, page 27). Do remember that DHL cannot deliver courier shipments on Saturday as well. All courier shipments must be with DHL on Friday 11 June 2010.
- Make sure that your company staff at the stand in Gothenburg bring with them:
  1. **Copies of all freight documents issued at the point of departure of your goods.**
  2. **Full contact details, including mobile phone, of your contact at the freight forwarder who shipped your goods to DHL in Gothenburg.**

These documents and contact details are needed if your goods have not arrived in Gothenburg in time. DHL will only be able to help search for your goods if your company staff can give them these documents and contact details. Remember that exhibit installation is restricted to Saturday 12 June (exhibitors using standard stand construction), so you may not be able to reach your office by the time you find out that your goods have not (yet) arrived in Gothenburg.

To order, or ask for a quotation for the handling of your exhibit materials, manpower to unload/load etc. please see page 25, Section 4 for contact details of the official Freight Forwarder.

**Storage of Empties***Exclusive supplier - Section 4*

Empties (carton boxes, crates, boxes of display systems etc.) may not remain in your booth, behind the booth or in the aisles. Contact DHL (page 25, Section 4) for handling and storage of your empties. Remember that aisles should be cleared of all empties etc. on Saturday 12 June at 11.30 hrs.

**Parking Private Cars**

Parking for private cars (maximum height 2.10 m) is available at Gårda Affärscentrum Car Park. A foot bridge leads across to Svenska Mässan, from level 2 in the Car Park. Address: Åvägen 34, SE-412 51 Gothenburg. Parking cards can be purchased from machines on levels 2 and 3 in the Car Park. The machines accept VISA, Master Card, American Express, Diners, petrol cards and 10 SEK coins. Open 7 days a week from 07.00 to 24.00.

Rates:

Car park per hour: SEK 5.00

Car park 7-days card: SEK 300.00

**Parking Trucks**

Truck parking for the duration of the conference can be done free of charge. For further information please contact Svenska Mässan at: [transport@svenskamassan.se](mailto:transport@svenskamassan.se)

---

**Hotel Accommodation****Mondial Congress & Events**

We advise you to make your hotel reservations as soon as possible. Mondial Congress & Events (Vienna) has been appointed housing agent for ESHG 2010 in Gothenburg. Hotel list and reservation form are available from Rose International. You can also book on-line with Mondial at [www.eshg.org/hotel.0.html](http://www.eshg.org/hotel.0.html)

---

**Liability & Theft Prevention**

Neither the exhibition organisers, nor the conference organisers, Svenska Mässan and/or the city of Gothenburg, nor the ESHG can accept responsibility for the security and safety of the booths, their contents and exhibitors' staff.

Neither can they accept responsibility for damage to or theft of any goods whatsoever. According to Article 9 of the General Conditions of Rose International, participation in the exhibition is at the risk of the exhibitor under all circumstances. Exhibitors who wish to order a security guard on the stand, please contact Svenska Mässan. We furthermore strongly advise exhibitors to observe the following suggestions for theft prevention.

**During Build-up:**

- Bring valuable and personal goods into the building as late as possible and do not leave unguarded.
- When leaving the building, mark your stand site with a ribbon. Exhibition organisers and security will know that persons behind the ribbon do not belong in your stand.
- Staff your booth during the entire build-up period, and in particular after your exhibits have been installed. Also observe other periods when the public might be around, e.g. during poster mounting times outside exhibition opening hours (on Saturday 12 June from 12.00 – 14.00 hrs).
- Do not leave valuable articles in the stand when leaving. Take these with you (preferably), or lock away.

**During Exhibition opening hours:**

- Do not leave your stand unmanned during opening hours of the exhibition.
- Always keep your valuable and personal belongings locked away.
- After closing of the exhibition, keep your stand manned until all visitors have left the exhibition area.
- Make sure to take with you, or lock away, valuable goods at the end of each exhibition day.
- Remember that poster viewing hours run concurrent with exhibition opening hours (so do not come late, do not leave early).

**During Break-down:**

- Remove all valuable and personal goods as quickly as possible from the building when the exhibition closes, and leave these in a safe place.
- Keep your stand manned permanently by one person at least until all your goods have been removed.

---

**Insurance**

Exhibitors must take out an insurance to cover third party liability including liability towards Rose International, the ESHG and Svenska Mässan for all goods belonging to them or which have been entrusted to them (rented equipment, including the standard stand construction package). Make sure that your stand staff is well insured (liability, health etc.).

---

**Liability for Rented Equipment**

Exhibitors accept full responsibility for rented equipment by signing the relevant order form(s). The exhibitor will be charged for any loss of or damage to rented equipment.

---

**VAT and VAT Reclaim**

Swedish VAT can be reclaimed in principle by each exhibitor, provided that the company is VAT registered (if based in the EU) or a registered company (if Non-EU based). Note please that original invoices/VAT receipts are required for the reclaim of VAT paid in Sweden (directly to a Swedish company or via Rose International). There are two possibilities to reclaim your Swedish input VAT:

**A. Reclaim by a VAT Representative, ScanVatRefund recommended by Rose International**

ScanVatRefund

Neurologic Sweden AB

AlbaNova University Center

Roslagstullsbacken 35, SE-10691 Stockholm, Sweden

► Continued on next page.



Contact: Christine Segard  
Telephone: +46 8 446 31 61  
E-mail: [info@scanvatrefund.com](mailto:info@scanvatrefund.com)  
URL: [www.scanvatrefund.com](http://www.scanvatrefund.com)  
Minimum amount of VAT required for VAT reclaim by ScanVatRefund: SEK 250.00

VAT refunds for all companies. 8 and 13 directives. VAT invoiced at the conference.

For companies without permanent establishment in the country where they ask for a Vat refund. ScanVatRefund prepares and send the claim on behalf of the exhibiting company. They contact the relevant suppliers in case of additional information and documents are required.

VAT rates in Sweden:  
25% is the normal rate on sales of all goods and services  
Reduced rates 6% / 12%

VAT refundable on travel expenses connected to the business activity, in case of trade fairs: stand, advertising, brochures, hotel, restaurants (partly), rental cars (partly), taxis and public transports bills.

Fee for VAT Refunds for companies  
10% of VAT paid back up EURO 11,000  
8% over EURO 11,000

**B. Direct reclaim at the Swedish Tax Authorities**

The relevant forms are available from the Swedish Tax Authorities. For the procedure of direct VAT reclaim at the Swedish Tax Authorities, go to: [www.skatteverket.se](http://www.skatteverket.se)

Minimum amount of VAT required for VAT reclaim directly with the Swedish Tax Authorities: SEK 250.00.



## **GENERAL TRANSPORT GUIDELINES ESHG 2010**

**DHL Trade Fairs & Events  
Swedish Exhibition Centre**

### **CUSTOMS CLEARANCE & FREIGHT FORWARDING**

#### **1. General Information**

---

DHL Trade Fairs & Events is the official forwarder for ESHG 2010. You will find our office located at the Service Centre in hall B. We will be pleased to offer you on-site handling, freight forwarding, customs clearance, storage of your empties etc. We wish you a successful exhibition in Gothenburg!

This document is created and controlled by DHL Trade Fairs & Events, Gothenburg. The Guidelines apply to the ESHG 2010 exhibition.

We advise you to give a copy of these Guidelines ESHG 2010 to the freight forwarder who will ship your materials to DHL in Gothenburg.

#### **2. Contact Details**

---

**Delivery address:**

DHL Trade Fairs & Events  
c/o Svenska Mässan  
Mässans Gata 6  
SE-412 51 Gothenburg

**Postal address:**

DHL Trade Fairs & Events  
c/o Svenska Mässan  
SE-412 94 Gothenburg

**Contact:**

Daniel Forsell  
Tel: +46 (0) 31 7088637  
Mob: +46 (0) 709 345215  
Fax: +46 (0) 31 7088727  
e-mail: daniel.forsell@dhl.com

#### **3. Trading Conditions**

---

All and any assignments are carried out in accordance with DHL Express (Sweden) AB's General Conditions latest version and the General Conditions of the Nordic Association of Freight Forwarders (NSAB 2000). Copy of these rules will be sent to you upon your request.

Separate transport insurance can be ordered through DHL Trade Fairs & Events for shipments ordered through us. An exhibitor insurance for your exhibits during the exhibition can be signed through the Svenska Mässan, please contact Anders Stenfeldt (anders.stenfeldt@svenskamassan.se).

#### **4. Arrival Deadlines**

---

All shipments must arrive at the latest:

**Road freight: 7 June 2010**  
**Air freight: 4 June 2010**  
**Sea freight: 1 June 2010**

## **5. Consignment Instructions**

---

### **Road freight:**

DHL Trade Fairs & Events  
Svenska Mässan  
Mässans Gata 6  
SE-412 51 Gothenburg

#### *Notify:*

Name of exhibition: ESHG 2010  
Stand No: B - .....  
Exhibitor: .....

### **Air freight:**

All air freight shipments must be sent as pre-paid.  
Airport of destination: Landvetter, Gothenburg airport.

#### *AWB consigned to:*

DHL Global Forwarding  
c/o DHL Trade Fairs & Events  
Svenska Massan  
Mässans Gata 6  
SE-412 51 Gothenburg  
Att: Daniel Forsell Ph: +46 31 7088637

#### *Notify:*

Name of exhibition: ESHG 2010  
Stand No: B - .....  
Exhibitor: .....

### **Sea freight:**

Port of destination: Gothenburg.

DHL Global Forwarding  
Fiskhamnsgatan 8D  
Box 12131, Ocean Dpt.  
SE-401 42 Gothenburg

#### *B/L consigned to:*

Exhibitor:  
c/o Svenska Mässan  
Name of exhibition: ESHG 2010  
Stand No: B - .....  
Gothenburg, Sweden

#### *Notify:*

DHL Trade Fairs & Events c/o Svenska Massan  
Mässans Gata 6  
SE-412 51 Gothenburg  
+46 31 7088637

### **NOTE!**

All shipments must be sent pre-paid and indicate the above consignee addresses.  
DHL Trade Fairs & Events will not accept duties and taxes charges.  
All shipments must be sent as Duty Paid.

---

**6. Courier Shipments**

We strongly recommend that you do not use courier shipments for your exhibits.

If courier shipments are sent please consign your shipment directly to DHL Trade Fairs & Events at the Swedish Exhibition Centre.

---

**7. Documentation****Road freight:**

- 1 copy of road waybill
- 3 copies of proforma invoice/packing list (if outside EC)

**Sea freight:**

- 2 originals of B/L
- 3 copies of proforma invoice/packing list (if outside EC)

**Air freight:**

- 1 copy of AWB
- 3 copies of proforma invoice/packing list (if outside EC)

**Pre-Alerts:**

All documents must be faxed or sent by mail to us as a pre-alert at least:

- 3 June **road freight**
- 25 May **sea freight**
- 1 June **air freight**

For shipments with origin outside of the EC an ATA-Carnet can be used instead of proforma invoices.

Shipments containing both consumables (give-aways etc.) and items that will be returned after the exhibition must be sent with separate invoices.

E.g. 1 invoice for consumables and 1 invoice for return material.

The following information must be included in all proforma/commercial invoices:

- English language
- Description of contents must include serial numbers
- Each item must be given a value, this includes giveaways, brochures etc.
- BTN / Customs code per article

**NOTE!**

Please avoid bringing alcoholic beverages, foodstuff, medicine and similar products.

This may cause extreme delays owing to stringent inspections/licenses by the authorities.

---

**7. Marking and Packing of Cases**

For goods which will be returned we recommend that you use packing material strong enough for a return transports. We recommend pallets with screw lids, strong wooden boxes etc.

Shipments outside of the EC containing paraphernalia that will not be re-exported after the exhibition, these must be packed separately.

Please make sure that each case is clearly marked with.

DHL Trade Fairs & Events  
c/o Swedish Exhibition Centre  
ESHG 2010  
Stand No: B - .....  
Exhibitor: .....  
Case no.: ... / ... (number of case/total number of cases)

The cases should be marked with this information on at least 3 sides of each case.

## ESHG 2010 – DHL Trade Fairs & Events – Price list

| <b>Pos. 1</b>   | <b>Customs Clearance Formalities</b>  | <b>SEK</b>    |
|-----------------|---|---------------|
| 1.1             | Temporary import customs clearance  | 890.00        |
| 1.2             | Re-exportation clearance  | 890.00        |
| 1.3             | Final import clearance  | 890.00        |
| 1.4             | ATA Carnet (if not properly stamped)  | 890.00        |
| 1.5             | Customs administration fee  | 300.00        |
| 1.6             | Transit fee   | 400.00        |
| 1.7             | Bond fee 3,5% of CIF value (non-refundable) minimum charge  | 500.00        |
| <b>Pos. 2</b>   | <b>Handling - Unloading / Loading and delivery to stand</b>   | <b>SEK</b>    |
| 2.1             | Charge per EUR-Pallet (any cli/pallet up to EUR dimensions)<br>120x80x200cms  | 275.00        |
| 2.1.1           | Charge per long pallet (any pallet that exceeds dimensions of EUR-Pallet) up<br>to 4500kgos   | 390.00        |
| <b>Pos.3</b>    | <b>Handling - Forklifts and cranes</b>  |               |
| 3.1             | Forklift 1-4 ton per hour. Min charge 1 hour  | 920.00        |
| 3.2             | Forklift 5-8 ton per hour. Min charge 1 hour  | 1240.00       |
| 3.3             | Forklift 9-12 ton per hour. Min charge 2 hours  | 1500.00       |
| 3.4             | Forklift 13-19 tons per hour. Min charge 2 hours  | 1700.00       |
| <b>Pos. 4</b>   | <b>Storage</b>  | <b>SEK</b>    |
| 4.1             | Handling of empties (collection, storage and re-delivery to stand) per cbm  | 340.00        |
|                 | Minimum charge 2cbm   | 680.00        |
| 4.2             | Full storage during the exhibition per EUR-Pallet   | 450.00        |
| 4.3             | Delivery to stand for goods in full storage min. charge   | 1033.00       |
| 4.4             | Secured storage   | per quotation |
| <b>Pos. 5</b>   | <b>Inbound movements</b>  | <b>SEK</b>    |
| 5.1             | Terminal fee port, airport or warehouse per CBM   | 200.00        |
| <b>Pos. 5.2</b> | <b>Transport from airport to f.o.t fairground or advanced warehouse</b>   |               |
| 5.2.1           | Basic fee   | 690.00        |
|                 | -100 Kgs (charged per Kg)   | 8.90          |
|                 | +100 Kgs (charged per Kg)   | 6.30          |
|                 | +300 Kgs (charged per Kg)   | 6.10          |
|                 | +500 Kgs (charged per Kg)   | 5.30          |
|                 | +1000 Kgs (charged per Kg)  | 4.50          |
| 5.2.2           | Transport from port to fairground LCL/FCL   | per quotation |
| <b>Pos. 6</b>   | <b>Surcharges</b>   | <b>SEK</b>    |
| 6.1             | Overtime after 4 p.m +50% of charge given in tariff (excl. Pos.1, Pos.4 and<br>Pos.7 in tariff) will be charged if we are forced to operate outside the<br>exhibition centre.           | -             |
| 6.2             | Saturday / Sunday / Holiday +100% of charge given in tariff (excl. Pos.1,<br>Pos. 4 and Pos. 7 in tariff) will be charged if we are forced to operate outside<br>the exhibition centre. | -             |
| <b>Pos. 7</b>   | <b>Administration fees</b>  |               |
| 7.1             | Supervision and co-ordination fee, charged per way and shipment   | 400.00        |

Expenses not mentioned in this price list will be charged as per outlay +7%



**Commercial invoice / Packing list**

**InvoiceNo:**

| SHIPPER:<br>Vat. No: |          |          |                         | CONSIGNEE:<br>ESHG 2010 |            |                            |             | TOTAL WEIGHT: |                   | TOTAL PIECES: |  |
|----------------------|----------|----------|-------------------------|-------------------------|------------|----------------------------|-------------|---------------|-------------------|---------------|--|
| Ph:                  |          |          |                         |                         |            |                            |             | CURRENCY:     |                   | TOTAL CBM:    |  |
| Fax:                 |          |          |                         |                         |            |                            |             |               |                   |               |  |
| Case No.             | Item No. | Quantity | Description of contents | BTN                     | Weight/ kg | Dimensions<br>(LxWxH / cm) | Value/ Item | Total Value   | Status<br>A B C D |               |  |
|                      |          |          |                         |                         |            |                            |             |               |                   |               |  |
|                      |          |          |                         |                         |            |                            |             | Total value:  |                   |               |  |

**STATUS:** A: Re-export after exhibition      C: Given away  
 B: Disposed of / Consumed      D: Sold

Terms of delivery:

Authorized signature:

**SERVICES & DEADLINES (in order of deadline and supplier)**

| ORDER FORM #     | SECTION #     | PAGE # | SUBJECT   | DEADLINE            | MANDATORY or RECOMMENDED  | RETURN To Contact for Information |
|------------------|---------------|--------|---|---------------------|---------------------------|-----------------------------------|
| <b>No form</b>   | 4             | 25-29  | Freight forwarder services: ask for quote for handling of your shipment and storage of empties.<br>Information and contact: section 4 | as soon as possible | <b>Highly Recommended</b> | DHL                               |
| <b>by E-mail</b> | 3             | 18     | Catalogue & Subject Index entry: information on page 18, Section 3  | 1 March             | <b>Mandatory</b>          | Rose Int.                         |
| <b>by E-mail</b> | 3             | 18-19  | Exhibitor Badges: information on pages 18-19, Section 3   | 1 May               | <b>Mandatory</b>          | Rose Int.                         |
| 1                | 5             | 32     | Payments to Rose International  | 1 April             | <b>Mandatory</b>          | Rose Int.                         |
| 2                | 5             | 33     | Standard Stand Construction or Own/Design Stand   | 1 April             | <b>Mandatory</b>          | Rose Int.                         |
| 3                | 5             | 35     | Welcome Reception<br>Conference Party<br>Lunch boxes  | 1 April             |                           | Rose Int.                         |
| 4                | 5             | 36     | Payments to Svenska Mässan  | 1 May               | <b>Mandatory</b>          | Svenska Mässan                    |
| 5                | 5             | 37     | Electricity & Connections   | 1 May               | <b>Mandatory</b>          | Svenska Mässan                    |
| 6                | 5             | 38     | Stand Lay-out   | 1 May               | <b>Mandatory</b>          | Svenska Mässan                    |
| 7                | 5             | 39     | Extra Stand Components  | 1 May               |                           | Svenska Mässan                    |
| 8                | 5             | 40     | Logo's & Graphics   | 1 May               |                           | Svenska Mässan                    |
| 9                | <b>6 ****</b> | 53     | Stand Furniture   | 1 May               |                           | Svenska Mässan                    |
| 10               | 5             | 42     | Internet & Telecommunication  | 1 May               |                           | Svenska Mässan                    |
| 11               | 5             | 43     | Audiovisual & Computer Equipment  | 1 May               |                           | Svenska Mässan                    |
| 12               | 5             | 44     | Plants  | 1 May               |                           | Svenska Mässan                    |
| 13               | 5             | 46     | Flower Arrangements   | 1 May               |                           | Svenska Mässan                    |
| 14               | 5             | 48     | Table Cloths  | 1 May               |                           | Svenska Mässan                    |
| 15               | 5             | 49     | Lead Retrieval System   | 1 May               |                           | Webges                            |

**For Services not mentioned in this list, check the Key-word index (page 3) for section and page number for further information.**

**\*\*\*\* In the digital version of the Exhibitors Manual, Section 6 comes as a separate pdf document.**

**ORDER FORMS – IMPORTANT NOTICES**

**ORDER FORMS**

**IMPORTANT NOTICES**

- 1) Fax, or **e-mail a pdf copy (preferred)** of each form to the relevant supplier.  
Name, fax number and e-mail address of the relevant supplier are printed on each form.
- 2) **Keep a copy of each filled in form** for your own records, bring these copies with you to the exhibition and have available during build-up.
- 3) Observe the **deadlines for ordering**.  
Considerable **surcharges** are applicable after the deadlines.  
Deadlines and surcharges are printed on each order form.
- 4) All orders are subject to VAT. The VAT percentage is quoted on each form and should be added to the total amount of the order.  
*For VAT reclaim (in principle all exhibitors can reclaim their Swedish VAT) information, see page 23-24.*
- 5) All orders from Svenska Mässan are charged in Swedish Kronor (SEK).  
For up-to-date exchange rates see [www.xe.com](http://www.xe.com).
- 6) The signatures on the order forms are considered to be signatures of a legal representative of the exhibiting company.



Fax or e-mail this form to:



ROSE INTERNATIONAL  
P.O. Box 93260  
NL-2509 AG The Hague

Tel.: +31 (0)70 383 8901

Fax: +31 (0)70 381 8936

Contact:

Krista Vink

E-mail:

kvink@rose-international.com

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN with your order(s)  
before 1 April 2010**

**Mandatory for all exhibitors**  
**No need to fill in credit card details if you place your orders**  
**before 1 May 2010 and wish to pay by bank**

- The undersigned will pay her/his orders (please tick ☒ appropriate box):

☐

by bank

All bank costs to be paid by exhibitor

No bank payments for orders **received after 1 May 2010**

☐

by credit card

A surcharge of 5% of total due including VAT, plus EURO 2.00 transaction costs, will be charged. Please provide your credit card details below.

The undersigned agrees that Rose International charges her/his credit card as indicated above.

**A surcharge of 5% of total due including VAT, plus EURO 2.00 transaction costs, will be charged.**

☐ Visa ☐ Master ☐ American Express

Please write/print very clearly

CREDIT CARD N°

VALID THROUGH

SECURITY CODE\*:

SECURITY CODE\*: last 3 digits on the signature space on the back of the card

NAME ON CREDIT CARD

DATE

SIGNATURE

***Fax or e-mail this form to:***



**ROSE INTERNATIONAL**  
P.O. Box 93260  
NL-2509 AG The Hague

**Tel.: +31 (0)70 383 8901**  
**Fax: +31 (0)70 381 8936**

Contact:  
**Krista Vink**

E-mail:  
**[kvink@rose-international.com](mailto:kvink@rose-international.com)**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 April 2010**

**Mandatory for each exhibitor**

Please indicate ☒ standard stand construction or own/design stand:

☐ **YES**, we will use the package of standard stand construction

**YES: go to 1, 2 and 3**

☐ **NO**, we will build our own stand (a display system is not a stand!)

**NO: go to 4**

- 1. Colour carpet**, see catalogue on next page.

If you do not indicate your choice of colour, your carpet will be the **default** colour, 5014 – graphite.

- ☐ 5001 - blue      ☐ 5005 - bright green  
☐ 5010 - yellow    ☐ 5015 - beige  
☐ 5011 - orange    ☐ 5014 - graphite - **default**  
☐ 5007 - bright red ☐ 5012 - black

2. We will inform Rose International timely of the measurements (width + height in cm) of any **display system** that we may wish to **put up inside the standard stand construction stand**.

3. **Company name** as it should appear on the fascia of the standard stand: **20 characters max.**

[illegible]

4. We will **build our own design stand** and will send the **stand design** including full measurements in cm (see important guidelines on page 20, Stand Design – Submission of Scaled Plan) and page 10-11, Technical Specifications, to Rose International **before 1 April 2010 for their approval**. Our **stand contractor** who will build the stand is:

Company name:

Contact:

Address:

Postal Code, City:

Country:

Telephone:

Fax:

Mobile Phone :

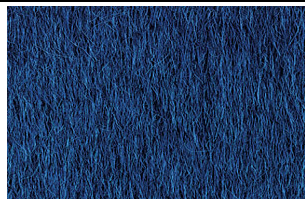
E-mail :

**CARPET COLOUR CATALOGUE**

**A.** For exhibitors who use the package of standard stand construction: mark the colour of your choice of carpet in the stand on form 2 – Standard Stand Construction or Own/Design Stand.

No need to order carpet with form 7, Extra Stand Components - Carpet, because carpet is already included in your standard stand construction package.

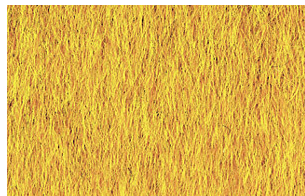
**B.** Exhibitors who build their own stand and want to order carpet, please use form 7, Extra Stand Components - Carpet.



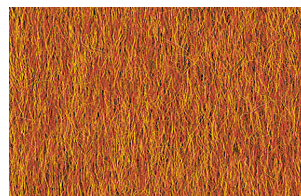
**5001 – blue**



**5005 – bright green**



**5010 – yellow**



**5011 – orange**



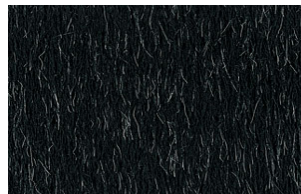
**5007 – bright red**



**5015 - beige**



**5014 – graphite - default**



**5012 - black**

Fax or e-mail this form to:



ROSE INTERNATIONAL  
P.O. Box 93260  
NL-2509 AG The Hague

Tel.: +31 (0)70 383 8901

Fax: +31 (0)70 381 8936

Contact:

Krista Vink

E-mail:

kvink@rose-international.com

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 April 2010**

Capacity for the party is limited, register as early as possible  
Surcharge after deadline 15%

The undersigned would like to order tickets for the Welcome Reception (free of charge, but ticket required), conference party and lunch boxes as indicated below.

| ITEM DESCRIPTION  | TOTAL QUANTITY * | PRICE PER PERSON | TOTAL |
|---|------------------|------------------|-------|
| Welcome Reception*, Saturday, 12 June at 20.00 hrs  |                  | Free             | Free  |
| Conference Party on Monday, 14 June at 20.00 hrs  |                  | € 40.00          | €     |
| Lunch box**, Sunday, 13 June<br><input type="checkbox"/> <b>Regular</b> <input type="checkbox"/> <b>Vegetarian</b>  |                  | € 14.00          | €     |
| Lunch box**, Monday, 14 June<br><input type="checkbox"/> <b>Regular</b> <input type="checkbox"/> <b>Vegetarian</b>  |                  | € 14.00          | €     |
| Lunch box**, Tuesday, 15 June<br><input type="checkbox"/> <b>Regular</b> <input type="checkbox"/> <b>Vegetarian</b> |                  | € 14.00          | €     |
| <b>SUB TOTAL, excluding VAT</b>   |                  |                  | €     |
| <b>VAT 25%</b>  |                  |                  | €     |
| <b>TOTAL, including VAT</b>   |                  |                  | €     |

\* The number of tickets for the Welcome Reception may not exceed the total number of Exhibitor Badges (free + paid) and Conference badges for your company.

\*\* Please indicate number of regular and vegetarian lunch boxes.

Conference Party and Lunch box tickets are non-refundable after 15 May 2010.

Date

Signature + Company Stamp

35

Fax or e-mail this form to:



**Svenska Mässan**  
ESHG 2010  
SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139  
Fax: +46 31 70 88 630

Contact:  
**Anders Stenfeldt**

E-mail:  
**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN** with first your order(s)

- The undersigned will pay her/his orders for Svenska Mässan, please tick ✓ appropriate box:

☐ by bank

All bank costs to be paid by exhibitor  
Bank payments must reach Svenska Mässan **before 10 June 2010**

☐ by credit card Please provide your credit card details below

The undersigned agrees that Svenska Mässan charges her/his credit card as indicated above.

☐ Visa ☐ Master ☐ American Express

Please write/print very clearly

CREDIT CARD N°

VALID THROUGH     SECURITY CODE\*:

SECURITY CODE\*: last 3 digits on the signature space on the back of the card

NAME ON CREDIT CARD

DATE

SIGNATURE

Fax or e-mail this form to:



Svenska Mässan

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

Fax: +46 31 70 88 630

Contact:

Anders Stenfeldt

E-mail:

anders.stenfeldt@svenskamassan.se

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010****Surcharge after deadline 1 May 2010: 25%**

The undersigned orders the following electricity connection and supplies for the stand:

| ITEM DESCRIPTION  | QUANTITY | UNIT PRICE   | TOTAL |
|---|----------|--------------|-------|
| <u>Electrical installation 1-phase</u>  |          |              |       |
| 6001 – Outlet 10A 240 V, 2 sockets, max 2 kW  |          | SEK 820.00   | SEK   |
| 6002 – Outlet 16A 240 V, 2 sockets, max 3 kW  |          | SEK 1,040.00 | SEK   |
| <u>Electrical installation 3-phase</u>  |          |              |       |
| 6003 – Powerpoint 10A, 400 V CEE, max 6 kW  |          | SEK 1,025.00 | SEK   |
| 6004 – Powerpoint 16A, 400 V CEE, max 10 kW   |          | SEK 1,555.00 | SEK   |
| 6005 – Powerpoint 25A, 400 V CEE, max 14 kW   |          | SEK 1,750.00 | SEK   |
| 6015 – Switchboard, in order to split power, only for 3-phase connections   |          | SEK 1,406.00 | SEK   |
| 6040 – Extension cord 5 m<br><input type="checkbox"/> 240 V (3 sockets) <input type="checkbox"/> 400 V (1 socket) |          | SEK 180.00   | SEK   |
| Adapters, transformers and other electrical needs   |          | On request   |       |
| <b>Sub total, excluding VAT</b>   |          |              | SEK   |
| <b>VAT 25 %</b>   |          |              | SEK   |
| <b>Total, including VAT</b>   |          |              | SEK   |

- Prices for above connections are including consumption for the period of the exhibition and build-up day.
- Connection order nos. 6001 (2 kW) and 6002 (3 kW) come with 2 free sockets. Please indicate on FORM 6, Stand Lay-out, where in your stand you need electricity so that the supplier can bring it to these positions (max. 2 positions). It is important that you indicate this beforehand, on the Lay-out form, because once the carpet is in place, the cords can no longer be placed under the carpet, only on top, which may create a dangerous situation.
- In case you need electricity in more than 2 positions, please order extension cord(s) (take care that your needs do not exceed the max kW of the connection you have ordered).
- Each stand will have a switch to turn on/off the stand lights. It is mandatory to switch the stand lights off daily at the close of the exhibition and to turn these on no later than 08.30 each morning.
- The two free sockets are not connected to the switch for the stand lights, so, if you wish, you can use these free sockets also for 24 hr electricity should you need this, e.g. for a fridge. 24 hr consumption is included in the fees.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

Date

Signature + Company Stamp

37

***Fax or e-mail this form to:***



## Svenska Mässan

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

**Fax: +46 31 70 88 630**

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010**

***Mandatory for each exhibitor***

In this grid, please indicate positions where you wish to have the various items you have ordered:

1. If you have ordered a **storage** (highly advised, use order form 7), please indicate position (right or left corner in the back of the stand).
2. Indicate with an X where you would like to have your **switch box for lightning**, and with an E where you would like to have the **outlet for electricity** (your free sockets).
3. Indicate positions of e.g. **computer, plasma screen**.

### Back wall of your stand

[illegible]

Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

**Fax: +46 31 70 88 630**

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:





E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010****Surcharge after deadline 1 May 2010: 25%**

The undersigned orders the following extra stand components for his/her standard stand (carpet order for design stand only):

| ITEM DESCRIPTION   | QUANTITY | UNIT PRICE               | TOTAL |
|--|----------|--------------------------|-------|
| Storage unit 1 m <sup>2</sup> consisting of one panel, one lockable door and a 5 hooks coat rack (100 x 100 cm)  |          | SEK 1,750.00             | SEK   |
| Storage unit 2 m <sup>2</sup> consisting of two panels, one lockable door and a 5 hooks coat rack (200 x 100 cm)   |          | SEK 2,200.00             | SEK   |
|  <input type="checkbox"/> Shelf ALU, <b>horizontal</b> , 1000 x 300 mm<br><input type="checkbox"/> Shelf ALU, <b>slanting</b> , 1000 x 300 mm |          | SEK 260.00               | SEK   |
|  2294 – Leaflet dispenser, 1 basket A4  |          | SEK 135.00               | SEK   |
|  2295 – Leaflet dispenser, 6 baskets A4   |          | SEK 245.00               | SEK   |
|  2293 – Hook for bags   |          | SEK 75.00                | SEK   |
| <u>Carpet, for design stands only</u> (included for exhibitors using standard stand construction), see colour catalogue on page 34   |          | SEK 86.00/m <sup>2</sup> | SEK   |
| <b>Sub total, excluding VAT</b>  |          |                          | SEK   |
| <b>VAT 25 %</b>  |          |                          | SEK   |
| <b>Total, including VAT</b>  |          |                          | SEK   |

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

Date

Signature + Company Stamp

39



Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

**Fax: +46 31 70 88 630**

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25%**The undersigned orders the following logos and/or graphics:*

| ITEM DESCRIPTION                                     | QUANTITY | UNIT PRICE   | TOTAL |
|--|----------|--------------|-------|
| Logo for stand fascia*, 4 colours, max. height 18 cm |          | SEK 1,275.00 | SEK   |
| <b>Sub total, excluding VAT</b>                      |          |              | SEK   |
| <b>VAT 25 %</b>                                      |          |              | SEK   |
| <b>Total, including VAT</b>                          |          |              | SEK   |

**\* Important information for logo's on the stand fascia (standard stand construction stand):**

- for an in-line stand order 1 logo
  - for a corner stand order 2 logos
  - for a head-stand order 3 logos
- Rates include fixing of the logo(s) on the stand fascia.

A file of the logo/graphic must be sent before 1 May 2010 in EPS vechtorised format by e-mail to:  
anders.stenfeldt@svenskamassan.se

For questions and other logo/graphics requests, please contact directly Anders Stenfeldt at Svenska Mässan (see contact details in top of this form).

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 25 May 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

**STAND FURNITURE CATALOGUE & ORDER FORM 9: SEE SECTION 6 \*\*\*\* pages 52-63**

**\*\*\*\* In the digital version of the Exhibitors Manual, Section 6 comes as a separate pdf document.**

**Place your order  
BEFORE 1 May 2010**

*Surcharge after deadline 1 May 2010: 25%*

Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

Fax: +46 31 70 88 630

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25%**The undersigned orders the following Internet line; please fill in how many MB you will need:*

| ITEM DESCRIPTION                     | MB | UNIT PRICE                                      | TOTAL        |
|--------------------------------------|----|---|--------------|
| Internet connection 1 MB             | 1  | SEK 4,000.00                                    | SEK 4,000.00 |
| Internet connection higher than 1 MB |    | SEK 1,000.00<br>for each MB higher<br>than 1 MB | SEK          |
| Telephone line                       |    | On request                                      |              |
| <b>Sub total, excluding VAT</b>      |    |   | SEK          |
| <b>VAT 25 %</b>                      |    |   | SEK          |
| <b>Total, including VAT</b>          |    |   | SEK          |

- The offered Internet connection guarantees the bandwidth.
- The connections include a static IP-address and unlimited traffic.
- A 5 m cable will be included but the distribution within the stand has to be done by the exhibitor.
- Rental charges cover the entire period of the exhibition and include set-up and break-down.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

Fax: +46 31 70 88 630

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25%**The undersigned orders the following computer/audiovisual equipment for the stand:*

| ITEM DESCRIPTION                                      | QUANTITY | UNIT PRICE   | TOTAL |
|---|----------|--------------|-------|
| 5131 - Plasma screen 43" excl. speaker                |          | SEK 3,500.00 | SEK   |
| 5132 - Plasma screen 50" excl. speaker                |          | SEK 4,500.00 | SEK   |
| 5139 - Plasma screen 60" excl. speaker                |          | On request   |       |
| 5143 - Stand on wheels ALU, plasma 43"- 50"           |          | SEK 990.00   | SEK   |
| 5144 - Stand on wheels ALU, LCD 32"                   |          | SEK 490.00   | SEK   |
| 5153 - DVD player                                     |          | SEK 790.00   | SEK   |
| 5161 - Computer/video projector, 2000 ansilumen       |          | On request   |       |
| 5162 - Computer/video projector, 3500-25000 ansilumen |          | On request   |       |
| 5176 - 32" LCD screen computer/video 16:9             |          | SEK 2,500.00 | SEK   |
| <b>Sub total, excluding VAT</b>                       |          |              | SEK   |
| <b>VAT 25 %</b>                                       |          |              | SEK   |
| <b>Total, including VAT</b>                           |          |              | SEK   |

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

Fax: +46 31 70 88 630

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25%**The undersigned orders the following plants (see catalogue on next page):*

| ITEM DESCRIPTION                | QUANTITY | UNIT PRICE   | TOTAL |
|---------------------------------|----------|--------------|-------|
| <b>Ficus Benjamina</b>          |          |              |       |
| No. 6512 – 1300 mm              |          | SEK 495.00   |       |
| No. 6513 – 1500 mm              |          | SEK 845.00   |       |
| No. 6514 – 1800 mm              |          | SEK 990.00   |       |
| <b>Kentia</b>                   |          |              |       |
| No. 6501 – 1300 mm              |          | SEK 650.00   |       |
| No. 6502 – 1700 mm              |          | SEK 990.00   |       |
| No. 6503 – 2000 mm              |          | SEK 1,120.00 |       |
| <b>Schefflera</b>               |          |              |       |
| No. 6510 – 1300 mm              |          | SEK 495.00   |       |
| No. 6511 – 1500 mm              |          | SEK 845.00   |       |
| <b>Ficus Cyastipula</b>         |          |              |       |
| No. 6507 – 1300 mm              |          | SEK 495.00   |       |
| No. 6508 – 1500 mm              |          | SEK 825.00   |       |
| <b>Sub total, excluding VAT</b> |          |              | SEK   |
| <b>VAT 25 %</b>                 |          |              | SEK   |
| <b>Total, including VAT</b>     |          |              | SEK   |

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

**PLANTS CATALOGUE**



**Ficus Benjamina**

No. 6512 – 1300 mm – SEK 495.00

No. 6513 – 1500 mm – SEK 825.00

No. 6514 – 1800 mm – SEK 990.00



**Kentia**

No. 6501 – 1300 mm – SEK 650.00

No. 6502 – 1700 mm – SEK 990.00

No. 6503 – 2000 mm – SEK 1,120.00



**Left: Schefflera**

No. 6510 – 1300 mm – SEK 495.00

No. 6511 – 1500 mm – SEK 845.00

**Right: Ficus Cyastipula**

No. 6507 – 1300 mm – SEK 495.00

No. 6508 – 1500 mm – SEK 825.00

Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

**Fax: +46 31 70 88 630**

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25%**The undersigned orders the following flower arrangements (see catalogue on next page):*

| ITEM DESCRIPTION                | QUANTITY | UNIT PRICE | TOTAL |
|---------------------------------|----------|------------|-------|
| No. 6530 A – Large              |          | SEK 350.00 |       |
| No. 6530 B – Small              |          | SEK 200.00 |       |
| No. 6530 G – Large              |          | SEK 220.00 |       |
| No. 6530 H – Small              |          | SEK 200.00 |       |
| No. 6530 I                      |          | SEK 350.00 |       |
| No. 6530 J                      |          | SEK 400.00 |       |
| No. 6530 K                      |          | SEK 700.00 |       |
| No. 6530 L                      |          | SEK 750.00 |       |
| No. 6530 M                      |          | SEK 500.00 |       |
| No. 6530 N                      |          | SEK 550.00 |       |
| <b>Sub total, excluding VAT</b> |          |            | SEK   |
| <b>VAT 25 %</b>                 |          |            | SEK   |
| <b>Total, including VAT</b>     |          |            | SEK   |

**Please Note!**

All flower arrangements on the pictures (catalogue next page) are examples. Type of flowers and pots may vary due to seasonal range/availability.

**Requested main colour of flower arrangement:** \_\_\_\_\_

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 25 May 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

Date

Signature + Company Stamp

46

**FLOWER ARRANGEMENTS CATALOGUE**



**No. 6530A – Large – SEK 350.00**  
**No. 6530B - Small – SEK 200.00**



**No. 6530G – Large – SEK 220.00**  
**No. 6530H – Small – SEK 200.00**



**No. 6530I – SEK 350.00**



**No. 6530J – SEK 400.00**



**No. 6530K – SEK 700.00**



**No. 6530L – SEK 750.00**



**No. 6530M – SEK 500.00**



**No. 6530N – SEK 550.00**



Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

**Fax: +46 31 70 88 630**

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25 %**The undersigned orders the following table cloth(s):*

| ITEM DESCRIPTION                      | QUANTITY | UNIT PRICE | TOTAL |
|---------------------------------------|----------|------------|-------|
| White linnen table cloth 240 x 180 cm |          | SEK 21.00  | SEK   |
| White linnen table cloth 180 x 130 cm |          | SEK 21.00  | SEK   |
| <b>Sub total, excluding VAT</b>       |          |            | SEK   |
| <b>VAT 25 %</b>                       |          |            | SEK   |
| <b>Total, including VAT</b>           |          |            | SEK   |

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

Fax or e-mail this form to:

**WEBGES**

Meeting | Application | Services

Webges Meeting Applications  
Nussdorferstr. 20/22  
AT-1090 Vienna, Austria

Tel.: +43 (0)1 319 69 99 26

Fax: +43 (0)1 319 69 99 33

Contact:

**Christian Kempny**

E-mail :

leadssystem@webges.com

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010****Surcharge after deadline: € 100.00 / net***The undersigned would like to order the following lead retrieval system:*

|                          | Order prior<br>1 May | Order after<br>1 May | Units<br>required | Total |
|--------------------------|----------------------|----------------------|-------------------|-------|
| (1) PDA Booth system     | € 390.00 / net       | € 490.00 / net       |                   | €     |
| (2) PDA Symposium System | € 200.00 / net       | € 300.00 / net       |                   | €     |

Grand total  
(excl. 20% VAT) €**Scan Option**☐ Booth system☐ Symposia system

If required, please add below the product names to be displayed on the device (max. 10 products):

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

**Terms of payment**☐ Credit card:☐ VISA☐ MASTERCARD☐ AMEX

|              |  |            |
|--------------|--|------------|
| Card No:     |  | Exp. Date: |
| Card Holder: |  | Code*      |

\*For Visa, MasterCard the card code is the last 3 digit number located on the back of your card on or above your signature line.

For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

☐ Bank transfer:

IBAN/BIC:

AT 4432 000 000 08111304 / Swift/BIC: RLNWATWW

Bank:

Raiffeisenlandesbank Niederösterreich-Wien AG,  
F.W.Raiffeisen-Platz 1, A-1020 Wien

Cancellation: 50% of total due for cancellations after 1 May 2010.

Date

Signature + Company Stamp

49

## The ESHG 2010 cLEAD SYSTEM

The ESHG cLead System is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name tag (badge) with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data can be provided as a MS Excel file, or made available with proper access rights through an online platform.

### 1. Order

To guarantee the availability as well as the lower rate prior to the deadline (1 May 2010), please order the required number of scanners as soon as possible. Order Form 15.

### 2. Order confirmation

After receipt of your order we will confirm the receipt and invoice & charge amount due.

### 3. Lead capture

Onsite, you can pick up your scanner at the lead system service desk. Our trained staff will be available to answer your questions during the opening hours of the event. Every evening or at the end of the event when returning the scanner, the collected data are synchronized from your scanner to the cLead server.

### 4. Data provision

As soon as the data stored on the scanner is synchronized with the database you can access, check or download your collected address data in the online database.

## Scan options

- **Quick scan (Booth system)**

The visitor is effortlessly saved into your individual database. Also comments can be added.

- **Scan and add details (Booth system)**

The visitor is effortlessly saved into your individual database. Additionally, comments and products can be added which that visitor is interested in.

- **Symposia scan (Symposium system)**

Like Quick Scan but limited rental period. Used for special occasions like company satellite or raffle.

## Scanning

The PDA handheld lead system guarantees maximum flexibility and freedom of movement in the booth. The ready to use PDA package will include the scanner, an extra strong battery pack and a charging unit.

- After log in (log in data are provided with the handheld) the interface for scan is displayed.
- To scan a visitor the scan button has to be hit (left side of the device) and the handheld confirms the scan.
- After scanning a person you can choose from:
  - scanning a new visitor (just press the scan button again) or
  - add products of interest to this visitor or
  - add a comment to the visitor.



Log in screen



Add products/actions



Add comments



Edit previous scans

**Cost**

The following standard prices are available (before the deadline):

- (1) € 390 net per PDA booth system including scanner
- (2) € 200 net per PDA Symposium system (maximum rental period of 3 hours)

These costs are per rented device, including scanner, the required software systems and unlimited number of scans / amount of prepared individual data. Post-deadline orders are charged an extra €100 net. All billing is carried out in advance by Webges. Payment can be made with Visa, MasterCard & Amex cards, or by bank wire transfer. cLead Systems are rented according to Webges Meeting Applications GmbH General Terms & Conditions.

**Terms and Conditions**

- **Data provided**  
The collected address data of visitors are provided in two ways:  
Download of the data via the online database – Mailing of MS Excel- or Outlook vCard files.
- **Services included**  
Quotes are per PDA handheld device incl. scanner, cLead software and an unlimited number of scans.
- **Scanning**  
Scanning is only allowed on the booth or, as applicable, at the entrance to company satellite meeting rooms, unless otherwise agreed with the organizer.
- **Invoicing**  
Invoices for the total purchase amount are sent out after receipt of order. Payment can be made via Visa, MasterCard and Amex credit cards or via bank transfer.
- **VAT**  
Quotations excl. 20% Austrian VAT.
- **Payment term**  
Invoices must be settled within two weeks after receipt, net without any obligations to Webges.
- **Order deadline**  
After the ordering deadline, Webges does not accept orders automatically but will confirm acceptance separately. For orders after the deadline, a surcharge of € 100 will be added.
- **Cancellation**  
Orders can be cancelled until the order deadline without any fees. After the deadline a cancellation fee of 50% is due.
- **General Terms and Conditions**  
This business is covered by the General Terms and Conditions of the Webges Meeting Applications GmbH.

© ESHG 2010 Lead Retrieval System

For further details please contact: [leadssystem@webges.com](mailto:leadssystem@webges.com)

**FURNITURE CATALOGUE:** in the digital version of the Exhibitors Manual, Section 6, the Furniture Catalogue and order form, comes as a separate pdf document (pages 52 – 63).

|  |               |
|--|---------------|
| <b>INDEX.....</b>                      | <b>52</b>     |
| <b>ORDER FORM 9.....</b>               | <b>53</b>     |
| <b>FURNITURE CATALOGUE ITEMS .....</b> | <b>54- 63</b> |
| BAR STOOLS .....                       | 54            |
| CHAIRS .....                           | 55            |
| TABLES .....                           | 56 - 57       |
| COUNTERS AND CUPBOARDS .....           | 58 - 59       |
| Brochure Stands .....                  | 60            |
| Armchairs and Couches .....            | 61- 62        |
| Various .....                          | 63            |

Fax or e-mail this form to:

**Svenska Mässan**

ESHG 2010

SE-412 94 Gothenburg, Sweden

Tel.: +46 31 70 88 139

**Fax: +46 31 70 88 630**

Contact:

**Anders Stenfeldt**

E-mail:

**anders.stenfeldt@svenskamassan.se**

Stand No: B-

Company:

VAT No:

Contact:

E-mail:

Tel:

Fax:

**RETURN BEFORE 1 May 2010***Surcharge after deadline 1 May 2010: 25%**The undersigned orders the following Furniture for the stand:*

| ARTICLE<br>NUMBER        | ITEM DESCRIPTION | QUANTITY | UNIT PRICE | TOTAL |
|--------------------------|------------------|----------|------------|-------|
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
|                          |                  |          | SEK        | SEK   |
| Sub total, excluding VAT |                  |          |            | SEK   |
| VAT 25 %                 |                  |          |            | SEK   |
| Total, including VAT     |                  |          |            | SEK   |

- Rental charges are for the entire period of the exhibition, including set-up day.
- After 10 June 2010, cancellations will no longer be accepted and 100% of the costs will be charged and payable.

**SVENSKA MÄSSAN TECHNICAL GUIDELINES FOR EXHIBITORS AT ESHG 2010**

The Swedish Exhibition & Congress Centre

**General**

The exhibitor is responsible for ensuring compliance with applicable work environment provisions in the premises rented. This includes that the exhibitor shall:

- be familiar with and apply the provisions of the Work Environment Act and the regulations and guidelines applicable to the activity issued by the National Board of Occupational Safety and Health, the Swedish Work Environment Authority and the Swedish Rescue Services Agency.

Work Environment Act - <http://www.regeringen.se/sb/d/5807/a/104976>

National Board of Occupational Safety and Health - <http://www.cdc.gov/niosh/topics/default.html>

Swedish Work Environment Authority - <http://www.av.se/inenglish/>

Swedish Rescue Services Agency - [http://www.raddningsverket.se/templates/SRSA\\_default\\_\\_\\_\\_20877.aspx](http://www.raddningsverket.se/templates/SRSA_default____20877.aspx)

- only staff or companies authorised by Svenska Mässan may carry out work that impacts the property of Svenska Mässan. Examples of such measures are suspending wires from the ceiling (even in existing attachments), anchoring machinery to the floor, securing devices to pillars or beams, and making connections for electricity and water in floor channels. When installing lighting girders, only rubber mallets or similar tools may be used in order to prevent excessive sound levels.

*During moving-in and out, no persons under the age of 18 are allowed on the premises, not even if accompanied by a parent or legal guardian. Smoking is not allowed on the premises.*

**Exhibition of products**

It is essential to Svenska Mässan that applicable laws, ordinances and official regulations are carefully followed. Any machinery and tools exhibited must be in safe condition.

**Product safety**

The Swedish Work Environment Act (1977:1160), Chapter 3, Sections 8 and 9, specifies which regulations apply to machinery, equipment, safety equipment and hazardous substances that may cause ill health or accidents.

The exhibitor is responsible for the person manufacturing/importing or transferring a product ensuring that it is sufficiently safe. The necessary measures must be taken to ensure that the product, when properly used, does not constitute a risk to health or a possible cause of accidents, and in all other aspects fulfils the requirements specified in applicable provisions.

**Electrical connections**

The power supply of Svenska Mässan is 240 V AC single phase and 400 V triple phase. All power points are earthed.

Svenska Mässan is responsible for the installation of all electrical connections.

## ROSE INTERNATIONAL INSTRUCTIONS & REGULATIONS

### General Conditions of Rose International

- By completing and signing the Exhibit Application Form, the exhibitor declared her/himself bound by the General Conditions of Rose International. The General Conditions are printed on the back side of the exhibit application form. For your reference, some articles are mentioned below.
- Exhibitors are not permitted to share any stand space allotted to them with other companies or organisations without prior written consent from Rose International (art. 3.3 of the General Conditions).
- Rose International reserves the right to alter the general layout of the exhibition and the space allotted to each exhibitor, if unforeseen circumstances warrant such action (art. 11.1). Should any contingency prevent the holding of the exhibition, the organisers will not be held liable for expenses incurred other than the cost of rental of exhibit space (art. 6.1 & art. 11.1).
- In all those cases not foreseen by the Rules & Regulations and/or the General Conditions, Rose International shall decide (art. 12.1).

### Damage to the Building

- Exhibitors are liable for any damage caused by themselves, or by a third party commissioned by them, to any parts of the congress centre, inside and outside (e.g. walls, floors, doors, lifts, pillars, ornaments etc.), during build-up, operation and dismantling of their stands, or any other time.
- Repairs or replacement resulting from the disregard of these regulations will be at the sole expense of the exhibitor. This includes any adhesive tape which may remain behind on the floor, and/or on walls of the standard stand construction, after dismantling.

### Carpet in the Stand

- All stand floors must be carpeted. Carpet is included in the package of standard stand construction.
- If you build your own stand, use adhesive tape that can be easily removed. All tape and glue marks should be removed from the floor during dismantling of the stand.

### Storage

- It is not allowed to store empties, boxes etc. in the open space on the stand.
- Neither is it allowed to leave these anywhere else in the building.

- Order a storage area in the stand and/or use the storage services of the official freight forwarding agent (Section 4).

### Sawing and Painting

- No sawing and painting is allowed inside the congress centre. If you build your own stand, use ready made materials that do not need any sawing or painting on the spot.

### Signs – Lettering & Background Colour

- White lettering on a green background is strictly forbidden; it is reserved for general safety signs.

### Platforms and Ramps

- Stands equipped with a platform higher than 2 cm, on which visitors are permitted, must have a 0.80 m wide access ramp with a slope of 2 - 8 %. The ramp must be integrated in the stand design within the allotted floor space.

### Finishing of Stand Walls

- The walls of all stands are to be finished on both sides to the satisfaction of the exhibition organiser. It is not allowed to use the walls of a neighbouring stand.

### Access to Fire Safety Equipment

- The layout of the stands must not hide the general safety signs indicating the location of (emergency) exits. Fire extinguishers and related material may not be hidden or obstructed. This includes fire hose cabinets, glass breaking instruments and emergency (wall) phones.

### Fixing Posters to Stand Walls

- The use of adhesive tape is allowed. All tape and glue marks must be removed by exhibitors during dismantling. If tape or marks are left on the walls, the exhibitor will be invoiced for removal costs.

### Waste during Build-up and Dismantling

- Exhibitors and their stand contractors and other suppliers are obliged to dispose of the refuse that is generated during the construction and dismantling periods. This includes left over promotional materials. To order a waste container contact Anders Stenfeldt at Svenska Mässan (contact details on page 5).

### Sound, Lighting & Special Effects

- Written consent is required from Rose International for the use of audio, video and lighting equipment, live music and performances. "Special effects" lighting, smoke machines and laser projection may



not be used in the stands, as they are disruptive for neighbouring stands. Provided that permission is obtained for sound equipment in the stand, this sound equipment must be regulated and directed into the booth so that it does not disturb neighbouring exhibits and their visitors.

- In case you plan (scheduled) presentations on the stand with sound amplification, make sure to get permission from the organisers before making any arrangements.

#### **Goods not Allowed**

- Following materials are not permitted in the congress centre: easily inflammable or explosive substances, gases and dangerous goods, including radioactive and chemical substances. In particular, ethyleneoxide, carbon disulphide, sulphuric ether and acetone. Goods or appliances which cause a nuisance by virtue of smell, sound, light or in any other way. Balloons inflated with flammable or toxic gas, celluloid items, any types of heating devices, goods not listed in the application form submitted by the exhibitor.
- The organiser and/or the congress centre reserve the right to remove any dangerous goods or unhealthy equipment which releases disagreeable, harmful or disturbing odours, as well as installations likely to detract from the general appearance.

#### **Literature & Give Aways**

- Literature on display and promotional give-away items shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner (remember to order a storage area on your stand).
- Distribution of literature and give aways is not permitted outside of the exhibitor's stand (art. 3.4 of Rose International General Conditions).
- It is allowed to display exhibitors literature on the Free Literature table in the exhibition area.

#### **Demonstrations & Promotional Activities**

- All demonstrations, interviews or instructional activities must be confined to the limits of the

exhibit space. Do not place a demonstration area on the aisle lines of your stand.

- Leave space within your own exhibition space to absorb the visitors.
- Rose International reserves the right to determine at what point promotional activities interfere with the interest of other exhibitors and/or the visitors, and therefore must be discontinued.

#### **Instructions**

- Exhibitors are obliged to follow the instructions given by or on behalf of the organisers regarding build-up procedures, safety and general appearance of the exhibition, advertising, goods or objects on display, decoration and dismantling procedures (art. 3.1 of Rose International General Conditions).

#### **Payment Policy**

- Payment for the products/services requested should be settled directly with Rose International or the relevant (official) supplier as applicable. All payments should be made before the start of the build-up period, or earlier if so required by a supplier. Not complying with this regulation will cause delay, because Rose International does not allow move-in of exhibits until all financial obligations have been fulfilled.
- If payment on-site cannot be avoided, then make sure that, at the beginning of the build-up, a member of your crew is authorised to take care of the payment (cash or credit card). All on-site orders from Rose International and its suppliers should be paid in cash or with credit card.

#### **Insurance Policy**

- Exhibitors are reminded that it is compulsory to have an insurance policy (art. 9.3 of Rose International General Conditions) covering: risks for transport and movement of their equipment and goods to and from the stand; the presence of their equipment, goods, company staff and their suppliers during the exhibition, including build-up and breakdown periods; third party liability. Rose International cannot accept any liability for damage, loss, theft, disappearance or injury of anything or anybody due to any cause. The exhibitor and the contractors he may employ are obliged to take out insurance against third party risks before the start of the exhibition. The costs of these insurances are for the exhibitor's account.