

# IAGG-ER 2019

MAY 23-25  
GOTHENBURG SWEDEN



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**International Association of Gerontology and  
Geriatrics European Region Congress 2019**



**Invitation to  
Sponsorship & Exhibition**

[iagger2019.se](http://iagger2019.se)

# WELCOME TO JOIN US!

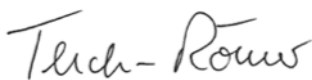
On 23rd - 25th of May, 2019, Gothenburg will host the 9th International Association of Gerontology and Geriatrics European Region Congress (IAGG-ER 2019). The IAGG-ER congress is the main meeting place in the field of Gerontology and Geriatrics in Europe. The Gothenburg meeting will draw more than 1000 delegates, mostly from Europe, but many from all over the world.

During the congress there will be a large number of presentations in various symposia and research sessions, and there will also be an exhibition. The venue is the convention center Svenska Mässan, located in heart of Gothenburg with everything the town can offer at walking distance.

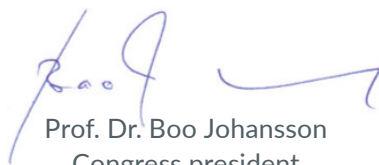
The theme of the congress is "Towards Capability in Ageing - from cell to society" and the program will cover a wide range of topics related to aging, from cell to society, from basic research to clinical applications.

In this document we provide some examples of what your sponsorship and exhibitor package could look like. We will, however, be most happy to tailor your package according to the needs and style of your organization. Please contact us!

**For the local executive organizing committee we welcome you to the 9th IAGG-ER congress,**



Prof. Dr. Clemens Tesch-Römer  
President of IAGG-ER



Prof. Dr. Boo Johansson  
Congress president



Prof. Ingmar Skoog  
Congress Secretary General

## Why become a sponsor or exhibitor?

The IAGG-ER 2019 attracts Researchers in all aging fields, and many Clinical professions, for example Geriatricians, General practitioners, Nutritionists, Occupational therapists, Odontologists, Pharmacists, Physiotherapists, Psychologists and Registered Nurses/Nurse Practitioners.

The congress will give you the opportunity to enhance the profile of your organization by showcasing your product, services, research and other information to professional decision-makers including physicians, health care professionals, researchers, health and community service administrators, government representatives, national organization executives, and students. It offers a perfect platform to establish new business contacts.

The exhibition will be open during all congress hours and will take place in the central exhibition hall, hall H. This hall serves as the hub connecting all the different session halls. Lunch and coffee will be served here, and this is also the location of poster sessions. In this way maximum contact between exhibitors and delegates are ensured.

## Key contacts

For questions or further information please contact:

### **Congress Secretariat**

Sweden MEETX AB

E-mail: IAGGER2019@meetx.se

Phone: +46 (0)31 708 86 90

Adress: Sweden Meetx

Ref: IAGG-ER 2019

SE-412 94 Gothenburg

Contact person: Anna Sundström

### **Contact for Local Organizing Committee (Sponsorship & Exhibition)**

Pia Gudmundsson, PhD, Scientific Coordinator AgeCap  
Centre for Ageing and Health – AgeCap,  
Neuropsychiatric Epidemiology, Neuroscience and Physiology,  
Sahlgrenska Academy,  
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## General information

### **City of Gothenburg**

Gothenburg is a buzzing city with a large selection of hotels and restaurants, a wealth of entertainment and attractive shops, Gothenburg has everything that a large city needs, all within convenient walking distance. The pleasant atmosphere and top facilities make Gothenburg one of Europe's leading event cities.

The city has excellent connections via the second-largest airport in Sweden, the city's main railway station and several motorways make Gothenburg easily accessible. The venue is located only 20 minutes by bus from the airport. With a very modern and highly efficient local transportation network, transport in the city is quick and easy.

### **Congress venue**

The congress will take place at the Swedish Exhibition & Congress Centre ("Svenska Mässan"), which is located right in the city center of Gothenburg in close proximity and walking distance to virtually everything. Every year, around 1.8 million people from all over the world choose to visit the Swedish Exhibition & Congress Centre to meet, eat and stay and develop business, products or ideas.

The Swedish Exhibition & Congress Centre also owns and operates Hotel Gothia Towers, one of the largest hotels in Scandinavia and one of Sweden's largest restaurant operations, including the highly reputed Heaven 23, West Coast and Italian-style Ristoria. More information about Svenska Mässan - svenskamassan.se



### Exhibition area

The exhibition area is located in the central exhibition hall (Hall H, see map above). This provides an excellent opportunity for delegates to interact with exhibitors.

Complimentary lunch, tea and coffee breaks will be served in the exhibition area to maximize the amount of time delegates spend in the exhibition hall. This will also be the place for posters.

Our delegates increasingly welcome the opportunity to tap into the exhibitions for questions and product demonstrations.

### Preliminary exhibition schedule

Installation	22 May 2019	12.00-20.00
Exhibition opening times	23 May 2019	08.00-18.00
Exhibition opening times	24 May 2019	08.00-18.15
Exhibition opening times	25 May 2019	08.00-15.30
Dismantling	25 May 2019	17.00-20.00

Please note that the hours above are preliminary and may be subject to change.

### **Congress program overview**

Please find latest program overview at [iagger2019.se](http://iagger2019.se)

### **Registration & hotel reservation**

Complimentary registrations to the Congress, included in the sponsor and/or exhibitor packages, should be made using a special registration link sent after signed contract.

Hotel Gothia Towers is connected to the congress venue. A number of hotel rooms in various hotels (incl Gothia Towers), and in different price categories have been pre-booked. Booking is made together with your registration. More information about the hotels can be found on the IAGG-ER 2019 website closer to the congress.

## **Categories of sponsorship and exhibition**

The IAGG-ER 2019 congress proposes 4 sponsorship categories:

- **PLATINUM SPONSOR**
- **GOLD SPONSOR**
- **SILVER SPONSOR**
- **BRONZE SPONSOR**

All levels are available to all sponsors. In addition there are Sponsor items and Exhibition opportunities that can be added to both Sponsors and Exhibitors.

Sponsorship packages are available on a first come first served basis. Make your booking as soon as possible to guarantee your preferred choice of sponsorship. All prices listed are in SEK and exclude 25% VAT (for those companies outside Sweden but within the European Union that provide us with their VAT number, we will not apply VAT to your sponsoring or exhibition invoice as this will be subject to reversed charge. For companies outside European Union, VAT charges do not apply.)

## PLATINUM SPONSOR

**SEK 90 000**

*Exclusivity to one Platinum Sponsor – Head sponsor of the Congress*

### EXHIBITION

- Free exhibition space of **25 sqm (5x5m)** in the exhibition area
- First choice of exhibition space allocation

### COMPLIMENTARY REGISTRATIONS

- 6 complimentary full registration fees to the congress excl. congress dinner

### PRESENTATIONS AT AGE STAGE

Possibility to have 15 minutes free speaking time each day at the Age Stage, the stage is located in the exhibition hall.

The company chooses the subject but it shall be related to the congress theme, all presentations must be presented on before hand to the organizing committee and they reserves the right to approve or reject any application. Standard AV equipment is included but speaker expenses etc. is to be paid by sponsor. The program of the Age Stage will be presented on a monitor in the exhibition hall as well as on the congress website.

*Read more about the Age Stage on page 8 below.*

### DELEGATE ITEMS

#### Lanyards

The name badge attached to a neck chord/lanyard is worn by every registered delegate. Chords/lanyards to be produced and provided by the sponsor. Production cost is not included.

### ADVERTISEMENT

#### Bag Insert

Insert of sponsor's item (1 leaflet/brochure) into the congress bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included.

#### Congress Website

- Company logotype recognized as Platinum sponsor and URL link to sponsor's website placed on the congress website start page
- Inclusion in the List of Sponsors & Exhibitors on the congress website [iagger2019.se](http://iagger2019.se)

#### Advertisement in the Final Program

- Company logotype recognized as platinum sponsor in the Final Program
- 1 full page 4-color advertisement in the Final Program. Ad to be provided by the sponsor.
- Inclusion in the List of Sponsors & Exhibitors in the Final Program
- Company logotype recognized as Platinum sponsor on display panels in the congress area during the congress

#### List of Sponsors & Exhibitors signage

Company logotype recognized as platinum sponsor to be shown on a signage with the List of Sponsors & Exhibitors at the entrance of the congress hall.

**Presented as Platinum sponsor at the opening of the Congress**

## GOLD SPONSOR

**SEK 60 000**

*Available to max three sponsors*

### EXHIBITION

- Exhibit space of **12 sqm (3x4m)** in the exhibition area
- Exhibition space allocation will be made by the Congress organizer on a "first come, first served" basis after Platinum sponsor.

### COMPLIMENTARY REGISTRATIONS

- 4 complimentary full registration fees to the congress excl. congress dinner

### PRESENTATION AT AGE STAGE

Possibility to have 15 minutes free speaking time at the Age Stage during one of the conference days, the stage is located in the exhibition hall.

The company chooses the subject but it shall be related to the congress theme, all presentations must be presented on before hand to the organizing committee and they reserves the right to approve or reject any application. Standard AV equipment is included but speaker expenses etc. is to be paid by sponsor. The program of the Age Stage will be presented on a monitor in the exhibition hall as well as on the congress website.

*Read more about the Age Stage on page 8 below.*

### DELEGATE ITEMS

#### Pads or Pens

Pads and pens will be inserted in the congress bag and distributed to each registered delegate onsite. The sponsor will be recognized by the company logotype on the pads or pens. Pads or pens to be produced and provided by the sponsor. Production cost is not included.

#### or Congress App sponsor

The sponsor will be recognized as the congress app sponsor with company logotype on the start page of the congress app.

Choice of sponsorship item between Pads, Pens or Congress App will be made by "first come, first served" basis.

### ADVERTISEMENT

#### Bag Insert

Insert of sponsor's item (1 leaflet/brochure) into the congress bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included.

#### Congress Website

- Company logotype recognized as Gold sponsor and URL link to sponsor's website placed on the congress website start page
- Inclusion in the List of Sponsors & Exhibitors on the congress website [iagger2019.se](http://iagger2019.se)

#### Advertisement in the Final Program

- Company logotype recognized as sponsor in the Final Program
- 1 full page 4-color advertisement in the Final Program. Ad to be provided by the sponsor.
- Inclusion in the List of Sponsors & Exhibitors in the Final Program.
- Company logotype recognized as gold sponsor on display panels in the congress area during the congress

#### List of Sponsors & Exhibitors signage

Company logotype recognized as gold sponsor to be shown on a signage with the List of Sponsors & Exhibitors at the entrance of the congress hall.

**Presented as Gold sponsor at the opening of the Congress**

## SILVER SPONSOR

**SEK 40 000**

*Available to an unlimited number of sponsors*

### EXHIBITION

- Exhibit space of **9 sqm** (3x3m) in the exhibition area
- Exhibition space allocation will be made by the Congress organizer on a "first come, first served" basis after Platinum and Gold sponsors.

### COMPLIMENTARY REGISTRATIONS

- 4 complimentary full registration fees to the congress excl. congress dinner

### ADVERTISEMENT

#### Bag Insert

Insert of sponsor's item (1 leaflet/brochure) into the congress bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included.

#### Congress Website

- Company logotype recognized as Silver sponsor and URL link to sponsor's website placed on the congress website start page
- Inclusion in the List of Sponsors & Exhibitors on the congress website [iagger2019.se](http://iagger2019.se)

### Advertisement in the Final Program

- Company logotype recognized as silver sponsor in the Final Program
- 1 half page 4-color advertisement in the Final Program. Ad to be provided by the sponsor.
- Inclusion in the List of Sponsors & Exhibitors in the Final Program
- Company logotype recognized as silver sponsor on display panels in the congress area during the congress

### List of Sponsors & Exhibitors Signage

Company logotype recognized as silver sponsor to be shown on a signage with the List of Sponsors & Exhibitors at the entrance of the congress hall.

**Presented as Silver Sponsor at the opening of the Congress**

## BRONZE SPONSOR

**SEK 25 000**

*Available to an unlimited number of sponsors*

### EXHIBITION

- Exhibit space of **6 sqm** (3x2m) in the exhibition area
- Exhibition space allocation will be made by the Congress organizer on a "first come, first served" basis after Platinum, Gold and Silver and sponsors.

### COMPLIMENTARY REGISTRATION

1 complimentary full registration fee to the congress excl. congress dinner

### ADVERTISEMENT

#### Congress Website

- Company logotype recognized as Bronze sponsor and URL link to sponsor's website placed on the congress website start page
- Inclusion in the List of Sponsors & Exhibitors on the congress website [iagger2019.se](http://iagger2019.se)

### Advertisement in the Final Program

- Company logotype recognized as bronze sponsor in the Final Program
- Inclusion in the List of Sponsors & Exhibitors in the Final Program
- Company logotype recognized as bronze sponsor on display panels in the congress area during the congress

### List of Sponsors & Exhibitors Signage

Company logotype recognized as bronze sponsor to be shown on a signage with the List of Sponsors & Exhibitors at the entrance of the congress hall.

**Presented as Bronze Sponsor at the opening of the Congress**

## EXHIBITION BOOTH

**SEK 15 000**

### EXHIBITION BOOTH

- Each exhibition booth measures **6 sqm** (3x2m)
- Exhibition space allocation will be made by the Congress organizer on a "first come, first served" basis after Gold and Platinum sponsors.

### COMPLIMENTARY REGISTRATION

1 complimentary full registration fee to the congress excl. congress dinner

### ADVERTISEMENT

- Inclusion in the List of Exhibitors on the congress website [iagger2019.se](http://iagger2019.se) (no logo)
- Company logotype recognized as exhibitor in the Final Program
- Inclusion in the List of Sponsors & Exhibitors in the Final Program
- Company name (no logo) on display panels in the congress area during the congress

## EXHIBITION

### *Available to all Sponsors & Exhibitors*

**EXTRA EXHIBITION SPACE SEK 2 500/sqm**

There is a limited area for the exhibition at the venue. Extra Exhibition space can be ordered per square meter but is subject to availability.

#### **Allocation of exhibition space**

Exhibition space allocation will be made by the Congress organizer on a "first come, first served" basis.

Approximately eight weeks before the congress start, exhibition spaces will be allocated and confirmed to the exhibitors.

**ADDITIONAL EXHIBITOR REPRESENTATIVES SEK 2 500**

All the exhibitors' company representatives must be registered for the congress, and will receive a badge displaying the exhibiting company name.

The Sponsor & Exhibitor registration fee is SEK 2 500 excl. vat per registration, and includes entrance to exhibition, congress material, lunch, coffee breaks and welcome reception (the congress dinner is not included in this price).

After signing of contract we will send you information about how to register additional company representatives and also the complementary registration/s included in your package.

### **SOCIAL EVENTS for Sponsors and Exhibitors**

#### **Welcome reception**

The Welcome reception will be held on Thursday 23<sup>rd</sup> of May. This is hosted by the city of Gothenburg and is free of charge.

**Congress dinner SEK 600**

A congress dinner will be held at Kajskjul 8 on Saturday 25<sup>th</sup> and this event costs SEK 600/person excl. vat to attend for exhibitor representatives.

## SPONSOR ITEMS

### *Available only to max 2 Sponsors*

**SPONSORED SYMPOSIUM (75 min) SEK 50 000**

Two Companies are offered the opportunity to organize one exclusive Symposium each during Congress.

The organizing company chooses the subject, as well as nominate speakers and chairpersons. To ensure that the Symposium meets the scientific standards of the congress, the organizing committee however reserves the right to approve or reject applications.

Included:

- Session hall with standard AV equipment

Acknowledgment:

- Info about the symposium will be presented in the Program and on the congress website.

### *Available to all Sponsors & Exhibitors*

Listed below are other opportunities available for your organization to support the congress. Further information and costs are available upon request. All contributions to the success of this event are highly valued.

**AGE STAGE event SEK 6 000/15 min**

Throughout the congress there will be a stage, the AgeStage, in the exhibition hall for various presentations and events related to the congress theme. Events can be of different natures, such as music, arts, talks, panel discussions etc, and will be presented in the congress program.

All presentations must be presented on before hand to the organizing committee and they reserves the right to approve or reject any application. Standard AV equipment is included but speaker expenses etc. is to be paid by sponsor. The program of the Age Stage will be presented on a monitor in the exhibition hall as well as on the congress website.

Sponsors and exhibitors can reserve a time slot for their own presentation. Subject to availability.

**Lunch or Coffee Break SEK 10 000 per break**

Complimentary lunches and coffee/tea with sandwiches/pastries will be served daily. The serving points will be located mainly in the exhibition area. Sponsors will be acknowledged with their company logo at each service station. Included: Catering and all logistics.

**Bag Insert SEK 10 000**

Insert of sponsor's item (1 leaflet/brochure) into the congress bags distributed to all delegates. Insert to be provided by sponsor. Production cost is not included.

#### **Advertisement in the Final Program**

Advertisement in the Final Program/Abstract Book. Ad to be provided by the sponsor.

Full page	SEK	20 000
Half page	SEK	10 000



## TERMS AND CONDITIONS

### SPONSORSHIP & EXHIBITION

#### Conditions of Payment

100% of the total fee will be invoiced once the attached signed Sponsorship & Exhibition Contract has been received and confirmed. All payments must be received in full within 30 days. If the payment is not received, the Exhibition space/Sponsorship/Sponsor Item may be sold to another company.

#### VAT

All prices listed are in SEK and exclude 25% VAT. For those companies outside Sweden but within the European Union that provide us with their VAT number, we will not apply VAT to your sponsoring or exhibition packages as this will be subject to reversed charge. For companies outside European Union, VAT is not applicable. Social events are subject to VAT for all countries.

#### Production costs

Production costs, where applicable, are the responsibility of the Sponsor or Exhibitor. IAGG-ER 2019 will not accept responsibility for late deliveries, and cannot guarantee the inclusion or distribution of sponsored items at IAGG-ER 2019. Late deliveries, if accepted, may also attract late fees.

#### Refund and cancellation policy

The Exhibition and Sponsorship fee is refundable minus a 10% charge when the cancellation is made before 2018-01-01. For cancellations received after this date there will be no refund granted. If the Exhibitor/Sponsorship has been sourced from external suppliers and a contract signed, the costs incurred plus the corresponding charge (based on the above date) will be charged to the Exhibitor/Sponsor.

#### Assignment of Exhibition Space/Eligibility for Exhibition

Organizations wishing to apply for exhibition space must follow the standard criteria that only products and services in connection to the topic of the congress are allowed to be presented. The distribution of promotional materials is limited to the Exhibitor's rented area. Signs and banners at booths have to be directly linked to the name of the Exhibitor. It is strictly prohibited to distribute or place products and/or printed matters of a company that is not a Sponsor or Exhibitor. The Congress Organizer can interrupt any kind of promotion, which in their opinion could damage the Congress.

Exhibition space may be used only for exhibiting and advertising the Exhibitor's own products, not for the sale of any products. Any orders for products which are taken must be in accordance with regulations covering such orders. Advertising materials may be distributed only within the stand area. Companies that are not Sponsors or Exhibitors may not advertise in any form in the exhibition hall, in the entrances to the exhibition hall, or anywhere else in the Congress venue.

Sponsors and Exhibitors are required to check and ensure their own compliance with the relevant codes and regulations about advertising in Sweden and any other applicable rules and regulations from their home country. The Congress and its organizers will not accept any responsibility for non-compliance. All house rules at the venue will apply and be enforced. Exhibitors are fully liable for damages caused to third parties and property. All Exhibitors are recommended to have comprehensive third party liability insurance for their stands.

### AMENDMENTS TO THE GENERAL TERMS AND CONDITIONS

All matters not covered in these regulations, in general, in the Terms and Conditions, or in other IAGG-ER 2019 publications are subject to the decision and control of the Congress Organizers. The Congress Organizers reserve the right to take such action and to make such changes, including changes to the "Terms and Conditions" as are considered necessary or desirable for the efficient and proper conduct of the exhibition. Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of the organizer. These terms and conditions may be amended at any time by the organizer, and all amendments so made shall be binding on Exhibitors/Sponsors equally with the foregoing terms and conditions.

### SAFETY AND TECHNICAL REGULATIONS AT SVENSKA MÄSSAN

Attached to this invitation and contract is "the Safety and Technical regulations at Svenska Mässan", please read them carefully to understand and agree to what rules that apply to the congress venue. [Link to "the Safety and Technical regulations at Svenska Mässan" >>](#)

### EXHIBITOR INSURANCE – Svenska Mässan

It is obligatory to have exhibitor insurance, including liability insurance, as an exhibitor at the Svenska Mässan premises. Proof of insurance cover must be presented to Svenska Mässan upon request. If exhibitors do not have their own liability insurance, Svenska Mässan will charge you their own exhibitor insurance, which includes liability insurance. If an exhibitor has their own insurance, including liability insurance, and can produce an insurance policy, the exhibitor can decline Svenska Mässan's insurance.

### FINAL STIPULATIONS

In the event that the Congress cannot be held or will have to be changed due to events beyond the control of the Congress Organizers (force majeure) or due to events which are not attributable to wrongful intent or gross negligence of the Congress Organizers, the Congress Organizers cannot be held liable for any damages, costs, or losses incurred, such as transportation costs, accommodation costs, financial losses, etc.

# SPONSORSHIP & EXHIBITION CONTRACT IAGG-ER 2019

The International Association of Gerontology and Geriatrics European Region Congress 2019.

Company Name  
(as presented on website and in printed material)

Invoice Address

PO. Number (if required)

Postal Code

City

Country

Name Authorized Signatory

Name Contact Person

Telephone

Mobile

E-mail

VAT Number

Please choose from the Categories of Sponsorship, Exhibition and Sponsor Items below. All prices are excl. VAT

## CATEGORIES OF SPONSORSHIP:

- PLATINUM SPONSOR** SEK 90 000  
(Exclusive to one sponsor)
- GOLD SPONSOR** SEK 60 000  
(Exclusive to three sponsors)
- SILVER SPONSOR** SEK 40 000
- BRONZE SPONSOR** SEK 25 000

## EXHIBITION:

- EXHIBITION BOOTH** SEK 15 000  
6 m<sup>2</sup> (3x2 meter)
- EXTRA EXHIBITION SPACE**  
Subject for availability  
SEK 2 500/m<sup>2</sup>

----- m<sup>2</sup> á 2 500 SEK= ----- TOTAL

## SPONSOR ITEMS:

- Sponsored Symposium** SEK 50 000  
(Exclusive to two sponsors)
- Age Stage event, 15 min** SEK 6 000
- 1 Lunch or Coffee break** SEK 10 000
- Bag Insert** SEK 10 000
- 1 Full page Advertisement** SEK 20 000  
in Final Program
- 1 Half page Advertisement** SEK 10 000  
in Final Program

Having signed below, we hereby agree to be a Sponsor or Exhibitor at the IAGG-ER 2019 congress in accordance with the choices made above and the descriptions, terms and conditions stipulated in the Invitation to Sponsorship & Exhibition (2018-02-23). We have also read and agrees to "the Safety and Technical regulations at Svenska Mässan".

Date

Signature (by Authorized Signatory)

Return this form to:

Email: [iagger2019@meetx.se](mailto:iagger2019@meetx.se)

or

Sweden MEETX AB  
Ref: IAGG-ER 2019  
SE- 412 94 Gothenburg  
SWEDEN