



Dear Exhibitor,

On behalf of the International Forum, we are very pleased to present you with your Exhibitor Manual for the upcoming International Forum in Sweden.

The Exhibition build will be on **Monday 11 April 2016** in Hall C, Swedish Exhibition & Congress Centre Svenska Mässan. The conference will run from Tuesday 12 April 2016 - Friday 15 April 2016.

This manual outlines; deadlines, schedules and information, which will allow you to plan your exhibition effectively. Please take note of the upcoming deadlines to ensure you do not incur additional expenses or miss out on any marketing opportunities.

We kindly ask that you read and follow the venue [Technical regulations](#) found via our [website](#); the resource page will also host interactive forms that link to this manual.

Please share this information with your staff and/or third parties involved in the exhibition. You can always refer to our [IFQSH: 2016 Brochure](#) to see what's included in your *package.

If you have any further questions, please do not hesitate to contact us. We are really looking forward to working with you in Sweden!

With kindest regards,

David and Laura
International Forum Sponsorship Team
Follow the Twitter conversation at [QualityForum](#) #Quality2016

*Subject to your booking form/agreement

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BMJ Contact Details

David Bell – International Forum Sales Manager (stand 11 on-site)

Tel: +44 (0)20 7383 6053

Mob: +44 (0) 7786701 747

Email: dbell@bmj.com

Laura Stanley - Sponsorship & Exhibition Event Executive (stand 11 on-site)

Tel: +44 (0)20 7383 6181

Email: lstanley@bmj.com

IFQSH 2016 Venue Address

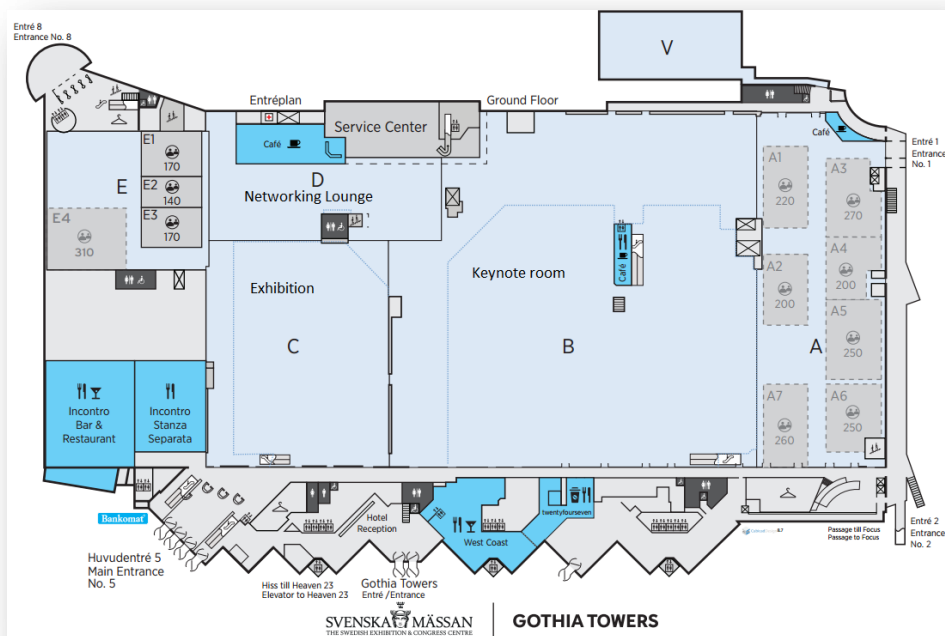
Swedish Exhibition & Congress Centre Svenska Mässan,
MässansGata/Korsvägen, 412 94
Göteborg
Sweden

Directions to Swedish Exhibition & Congress Centre

- ✓ **From the Central Station** Take a number 2, 4 or 13 tram from Drottningtorget. You can also take a number 5 tram from Brunnsparken. The trams stop at Korsvägen opposite the Swedish Exhibition & Congress Centre and Gothia Towers.
- ✓ **From Landvetter Airport** The airport bus stops at Korsvägen opposite the Swedish Exhibition & Congress Centre.
- ✓ **By car** On arriving in Gothenburg, turn off at the "Mässan Scandinavium Liseberg" sign. Park in the multi-storey car park at Focus shopping centre, next to the Swedish Exhibition & Congress Centre. There is a foot bridge from here to the Swedish Exhibition & Congress Centre.

Full Venue Plan

Ground floor



Exhibitor Web Copy

You can find this form in an interactive format [here](#)

Deadline: As soon as you have booked send to Istanley@bmj.com

Published here: [2016 Supporters](#)

We need the following:

1. JPEG Logo
2. Company description (roughly) 50 words
3. Media/contact details

(Please note all these details will be available for delegates so please provide customer facing contact details rather than your own contact details.)

See example below:



BMJ advances healthcare worldwide by sharing knowledge and expertise to improve experiences, outcomes and value. Along with our world renowned flagship title, The BMJ, we also offer nearly fifty specialty journals and a world-leading collection of digital professional development resources. Our unique digital tools help healthcare professionals support their decisions, interpret clinical data and improve the quality of healthcare delivery.

W: bmj.com

E: support@bmj.com

Follow [@BMJ_company](#), [@BMJQuality](#), [@BMJ_Qual_Saf](#)

Connect on [LinkedIn](#)

Follow BMJ Quality & Safety on [Facebook](#)

Exhibitor Event Guide Copy

You can find this form in an interactive format [here](#)

Deadline: Monday 22 February 2016 send to lstanley@bmj.com

We need the following:

1. Provide high resolution colour logo in TIF/EPS/(hires)
2. Company description (roughly) 50 words
3. Media/contact details

(Please note all these details will be available for delegates so please provide customer facing contact details rather than your own contact details.)

See example below:



Event Guide Ad Specifications

If you have purchased an Ad in the Event Guide, as part of your package the full specifications can be found below:

Deadline: Monday 22 February 2016 send to lstanley@bmj.com

❖ Double Page (DPS)

- Height - 297mm trim (303mm incl bleed)
- Width - 420mm trim (426mm incl bleed)
- Cope exclusion zone – 10mm at each edge
- Spine – copy to be 3mm away from spine edge when running across a (DPS)
- Bleed - 3mm at each edge
- Images - CMYK 300dpi

❖ **Full page** – 210mm (w) x 297mm (h) Please supply with 3mm bleed and crop marks

❖ **Half page** – 210mm (w) x 148mm (h) Please supply with 3mm bleed and crop marks

ACCEPTABLE FILE FORMATS

PDF – Must be created using Adobe Acrobat; Print Optimised; All Fonts embedded. At 300 dpi with high resolution graphics.*

- ✓ Illustrator eps – Please outline all text and ensure pictures/logos have a colour separation of CMYK before saving as an EPS file.
- ✓ Photoshop eps – Please ensure files are binary encoded, CMYK and high resolution (300dpi at full size).
- ✓ Tiff files – Please ensure files are CMYK and high resolution (300dpi at full size).

*We would recommend Pass4press which would give you extensions and plug-ins for Quark Express and Adobe In design. You can download [here](#)

Shell Scheme Exhibition Booth & Fascia Board

The Shell scheme booth equipment that is included in your fee for a 9sqm (3m x 3m) booth is below:

- stand vacuumed each evening
- Fascia board with company name
- White Walls, Blue carpet
- 1 roundtable & 2 Chairs
- 1 spotlight per 3x3 stand
- Access to an electrical socket



You can choose the '**company name**' you would like to appear on the front of your booth. You will find this form in an interactive format [here](#)

Deadline: Monday 7 March 2016 send to lstanley@bmj.com

Shell Scheme Location Plan (electricity, walls, wires)

You can specify to the venue where you would like the walls, fascia board, floodlight, spotlight electricity/internet cables, furniture, etc.

You will find this form in an interactive format [here](#)

Deadline Monday 7 March 2016 send to lstanley@bmj.com

Space-only (Exhibition Build) Requirements

Deadline: Monday 7 March 2016 send to Istanley@bmj.com you will find this form in an interactive format [here](#)

1. Full stand plans with top, side and front elevations clearly shown
2. Details of stand name, number, and who to reply to (ie the exhibitor direct, or stand contractor)
3. Risk Assessment and Method Statement from the stand contractor
4. Structural calculations if the stand/feature is Complex. All Exhibitors please note that there might be a further charge for all Complex stands, but this will be confirmed upon receipt of your stand drawings)
5. Details of stairs, steps, handrails and any unusual or high-risk exhibits that you wish to show
6. If you require plug sockets, you will need to organise electricity with **Carlos Ferrao**, here: www.monterservice.com or via **Standservice & Eventservice at After Sales** + 46 (0)31 708 8014 carlos.Ferrao@svenskamassan.se

See example of a space-only stand below:



VAT Details Swedish Law Requirements

You are required by Swedish Law to provide your company VAT details

You will find this form in an interactive format [here](#)

The deadline for all exhibitors to submit this form is **Monday 7 March 2016** Send to carlos.Ferrao@svenskamassan.se cc lstanley@bmj.com

Stand Service Exhibition Orders

Deadline: **Monday 7 March 2016** Orders received after this date may incur a surcharge of 50% **Before you make any orders with the venue, you will need to complete the VAT details as above then,** stand services and furniture orders can be made online here: www.monterservice.com

For more information and prices contact:

Carlos Ferrao, Standservice & Eventservice at After Sales

+ 46 (0)31 708 8014 carlos.Ferrao@svenskamassan.se

Deadline **Monday 7 March 2016**

Standservice & Eventservice are based in the Service Centre at the venue (see below). Standservice will be open for the duration of the conference. We advise that you place orders before the start of the conference, as orders will be subject to stock availability and a surcharge maybe applicable during the conference.



Delegate Badge Scanners

There will be electronic badge scanning available at IFQSH 2016 for exhibitors; further details about this service will follow in due course. The deadline for your expression of interest is **Monday 22 February 2016** [here](#)

WIFI

Wi-Fi will be provided but exhibitors are strongly advised to hire cable internet services, please contact **Carlos Ferrao, Standservice & Eventservice at After Sales**

+ 46 (0)31 708 8014 carlos.Ferrao@svenskamassan.se

Deadline for your orders is **Monday 7 March 2016**

Examples of Panel Branding/Signage in the exhibition area

Deadline for orders is: **Monday 7 March 2016** for more information and prices contact:
Carlos Ferrao, Standservice & Eventservice at After Sales + 46 (0)31 708 8014
carlos.Ferrao@svenskamassan.se

A



B



C



D



E



Order Exhibition-only & Contractor Passes

Order by: **Friday 26 February 2016**

- Exhibition-only passes will be valid from Monday 11 April to Friday 15 April 2016 and give access to the exhibition build-up on Monday, Exhibition area and Welcome Reception in (Hall C) & Keynotes in (Hall B) each day.
- Exhibition-only passes are non transferable between colleagues/guests and do not give access to the **delegate sessions**. Exhibition-only passes include refreshments and lunch each day in Hall C
- The Shell scheme package 9sqm (3m x 3m) booth includes **2 x complimentary Exhibition-Only passes**. Additional passes can be purchased outside your package for £250+VAT. You will need to [download our Booking Form](#) to order additional exhibition-only passes, please return to dbell@bmj.com
- A one day contractor pass can be allocated for stand builders/dressers that require access for the **Exhibition Build-up** (Monday) and **Exhibition Break-down** (Friday) Only

Register/Collect Exhibition-only & Contractor Passes

Register by: **Friday 11 March 2016**

Register for a [Contractor pass](#) Register for a [Exhibition-only pass](#)

- The International Forum Sponsorship team will have a dedicated booth in Hall C called the Exhibition Enquiries, booth 11.
- Booth 11 will be open throughout the conference; you can collect your contractor and Exhibition-only passes at the scheduled exhibition build times on Monday 11 April 2016 (see page 14 for exhibition access times).

Order Reduced Rate Delegate Passes

Order by: **Friday 26 February 2016**

- What's a reduced rate delegate pass? Delegate passes can be purchased at a reduced rate if you have an exhibition stand or sponsored session at the International Forum
- You will have the opportunity to purchase up to 3 discounted delegate passes and additional exhibition-only passes, please check the package you have booked, for the total passes available
- If you have not purchased these as part of your package, you will need to [download our Booking Form](#) to order your reduced rate delegate passes, please return to dbell@bmj.com . we will then provide you with the **Exhibitor/Sponsor code to register**
- The cost of reduced rate delegate passes are as follows: 3 day delegate (Wed-Fri) £ 458 (ex VAT) & 4 days delegate (Tues-Fri) £ 860 (ex VAT)

Register Reduced Rate Delegate Passes

Register by: **Friday 11 March 2016**

Click on: [Booking link](#) and click **book now**

1. Select booking mode:
 - a. I am registering for myself only
 - b. I am registering on behalf of other people
 - c. I am registering for myself and other people
2. If you are a returning user, you will need to enter/ reset your password. If you are a new user enter your details. If you are unable to remember your password and you do not receive an email reminder please contact our customer service team on **+44 (0)207 111 1106** or support@bmj.com
3. Select Attendee type: **Exhibitor / Sponsor**
4. Enter the code: **(to be supplied once booked)**
5. Then select 3 or 4 day pass
6. Select the sessions you would like to add to your schedule.
7. You will receive an email, with a summary of your booking; edit links (so you can amend your booking) for your records
8. Please note that we recommend that you make any amendments to the sessions you/colleagues would like to attend by ***Monday 21 March 2016** to avoid sessions being full
9. Alternatively, delegates can choose their sessions on-site but pre-booked delegates will be given priority, as we are subject to limited space in the session rooms.

Booking a Group of Delegates

This year we are introducing a [new fees structure for group bookings](#) giving you even more savings and benefits when booking as a group.

Printing Delegate Passes

This year all delegates are required to print and bring along their delegate badge. Your badge will be emailed to you by the Events team.

Preferred Freight Supplier

IFQSH: 2016 – Preferred freight supplier: Agility, please contact:

Katie Croxson at Agility in London

(Katie can put you in touch with your local office around the globe)

Tel +44 207 069 5320

Mob +44 7768607132

kcroxson@agilitylogistics.com

www.agilitylogistics.com

Pre-registered Goods & Shipments

Inbound and outbound goods/shipments will need to be pre-registered no later than **5 working days** before the pickup date, see [here](#)

Deliveries not booked will be charged extra, due to restricted loading/unloading space, you must restrict your time in the loading yard to approximately 15 minutes.

See here for [Prices Cargo handling \(goods and transportation services\)](#)

Freight Labels

[Freight labels](#) with the venue address for deliveries to and from the venue.

Using Your Own Freight Forwarder

Deadline: **Friday 1 April 2016**

- ✓ Goods and shipment still need to be pre-registered, see [here](#)
- ✓ We suggest that you plan freight to arrive when you will have contractors/exhibitors on-site for your Exhibition Build-up on Monday 11 April 2015 after **14:00**.
- ✓ During the conference deliveries are not permitted during refreshments/lunch times due to health and safety, please organise deliveries outside these times
- ✓ Collection of items should be scheduled after **18:00** on Friday 15 April 2016

Goods & Transport

The Swedish Exhibition Centre sees to all types of transport requirements to, from and within the exhibition halls. They also handle international transport services that require forwarding agents or customs clearance.

If you have any questions, please see the contact details below:

E-mail transport@svenskamassan.se

Telephone: +46 31 708 80 00

Fax: +46 31 708 87 07



Exhibition Build-up Schedule

Monday 11 April, 2016 Exhibitors are requested to build their stands and install their exhibits as follows:

Space only exhibitors

Building and dressing of stand

08:00 - 18:00

Shell scheme exhibitors

Installation activities, "dressing of stand" by exhibitors

14:00- 18:00

- The shell scheme will be built **by 13:00**, exhibitors will have access to dress stand **from 14:00**.
- Please complete construction and dressing of stand by **17:55**

Exhibition Break-down Schedule

Friday 15 April, 2016 Exhibitors' must 'break-down' between these times.

Space only exhibitors & Shell scheme

18:00 – 20:00

❖ Exhibition Break-down health & safety

- You can pack down smaller items, (i.e. leaflets) and these can be left neatly on your stand after the last refreshment break at 14:15. Please liaise directly with the venue for any scheduled collections from your stand, see [here](#)
- **18:00** is the planned Exhibition Break-down time due to delegates leaving the last keynote, and collecting posters/cloakroom items. The venue will only allow delegate access from Hall B, through the Networking Lounge to Hall C.
- Therefore, please **DO NOT** 'break-down' larger items (i.e. wall displays, panels, space-only stand structures); Exhibition stands cannot be dismantled until after **18:00** or when the venue Health & Safety Manager approves this.
- The venue will not allow vehicle access or items to be collected from the exhibition (Hall C) until after **18:00**
- All exhibitors **MUST** have cleared away and be out of the venue by **20:00**

Key Exhibition Dates & Opening Hours

Event Opening Hours:

Tuesday 12 April 2016	08:00 – 17:00 (not all delegates attend this day, this is the pre day)
Wednesday 13 April, 2016	08:00 – 19:00 (all delegates attending, Wednesday - Friday)
Thursday 14 April, 2016	08:00 – 17:30
Friday 15 April, 2016	08:00 – 16:30

The exhibition takes place in: **The Swedish Exhibition & Congress Centre, Hall C**

Key exhibition times: Your stand must be staffed at all times during opening hours of the exhibition.

Tuesday 12 April 2016	07:45 – 08:00	Exhibitor Briefing with Forum Director
	08:00 - 09:00	Registration & Refreshments
	10:30 - 11:00	Morning Refreshments
	12:15	Exhibitor Lunch
	12:30 - 13:30	Delegate Lunch & Exhibition
	15:00 - 15:30	Afternoon Refreshments
Wednesday 13 April 2016	08:00 - 09:00	Registration & Refreshments
	10:30 - 11:00	Morning Refreshments
	12:15	Exhibitor Lunch
	12:30 - 13:30	Delegate Lunch & Exhibition
	15:00 - 15:30	Afternoon Refreshments
	17:30 - 19:00	Welcome Reception hosted in Exhibition
Thursday 14 April 2016	08:00 - 09:00	Morning Refreshments
	10:30 - 11:00	Late Morning Refreshments
	12:15	Exhibitor Lunch
	12:30 - 13:30	Delegate Lunch & Exhibition
	15:00 - 15:30	Afternoon Refreshments
Friday 15 April 2016	08:00 - 09:00	Morning Refreshments
	10:15 - 10:45	Late Morning Refreshments
	12:45	Exhibitor Lunch
	13:00 - 14:00	Delegate Lunch & Exhibition
	16:30	Close of the International Forum
	18:00	Exhibition break-down

Exhibitor Refreshments & Lunch

Please note that exhibitors will be provided refreshments and lunch approximately **15 minutes** before the start of the official advertised time for delegates. We advise that you take these from the main catering points and avoid the queues.

Welcome Reception

On Wednesday evening immediately after the main conference programme, there will be a drinks reception in the main exhibition area and exhibitors are all encouraged to stay around for the additional networking opportunities. This is free to attend and there is no need to book.

Floor Plan

The latest floor plan will be published in the Event Guide this will be available on-site and on the website [here](#)

Social Media at the International Forum

Click here for: [A Guide to Twitter for Health Care Professionals](#)

The official International Forum Twitter is [@qualityforum](#) you can use the following main conference **hashtag*** #quality2016. Each session will have a bespoke # please check the Event Guide for further information.

*A **hashtag** (#) is a type of **tag** used on social network this makes it easier for users to find messages with a specific theme or content, and can provide further marketing opportunities.

Terms and Conditions of Exhibition

Please refer to the exhibition terms and conditions published on the International Forum website, [here](#)

Accommodation



SWEDEN MEETX

Sweden MEETX is the official provider of accommodation for the International Forum on Quality and Safety in Healthcare taking place in Gothenburg.

Hotel Gothia Towers is the conference hotel in direct connection to the conference venue, the Swedish Exhibition and Congress Centre (Svenska Mässan).

You can now book your accommodation free of charge online. Your booking will be immediately confirmed by e-mail. Payment can be made by credit card or by invoice for Swedish organisations with Swedish VAT number. All prices quoted are in Swedish Kronor (SEK) and include 12% VAT and breakfast.

For personal service or if you wish to make a group booking of more than 9 rooms, please contact Meetx via [email](#) or telephone (see below).

Contact us

E-mail: ifqsh2016@meetx.se

Tel: +46 (0)31 708 86 90

Web: www.meetx.se

Liabilities & Insurance

The organiser cannot be held liable for any damages to or loss of goods and injuries to any person or property, not improper functioning of technical equipment and installations of the exhibition building. Therefore, exhibitors are advised to insure their exhibits against such loss or theft damage, including risk of fire.