

EAIE 2025 Sub-exhibitor guide

This guide contains essential information for organisations that participate in EAIE 2025 Conference and Exhibition as sub-exhibitors in pavilions. If you are a pavilion organiser or have booked an individual stand at the exhibition, please refer to the [Exhibitor Manual](#) for detailed information.

CONFERENCE VENUE

Svenska Mässan - the Swedish Exhibition & Congress Centre Mässans
Gata/Korsvägen, 412 94 Gothenburg, Sweden

The 2025 EAIE Exhibition will take place in Halls A, B and C.

You can find your way to the conference centre via:

<https://www.eaie.org/events/gothenburg/practical-information.html>

IMPORTANT CONTACTS

Please contact the EAIE for conference information at info@eaie.org exhibition information at exhibition@eaie.org

Please contact B-network eaie@bnetwork.com for hotel bookings

Please contact Valverde eaie@valverde.nl for shipping materials to your stand (freight forwarding)

IMPORTANT DATES

Conference registration opens: June 2025

Meetings scheduling open: July 2025

EAIE Conference dates: 09–12 September 2025

EXHIBITION SCHEDULE

Exhibition opening hours:

Wednesday 10 September, 08:30–18:00

Thursday 11 September, 08:30–18:00

Friday 12 September, 08:30–12:00

Exhibitors with an exhibitor badge can access the hall on:

Tuesday 09 September, 14:00–17:30 (for stand set-up only)

Wednesday 10 September, from 07:30

Thursday 11 September, from 08:00

Friday 12 September, from 08:00

Packing hours:

Friday 12 September, 12:00–13:30

Schedule is subject to change

Please note that stand decoration hours on Tuesday 09 September are strictly limited to checking stand readiness, delivering materials to stands, and setting up. **Scheduling meetings in the exhibition hall during these hours is strictly prohibited.** Exhibitors found holding meetings in the hall will be escorted from the exhibition hall immediately and will not regain access until the official exhibition opening hours.

EXHIBITION HALL ACCESS

Participants who are exhibiting at the conference can indicate that they are exhibitors during their registration. These participants will receive an exhibitor badge that will allow access to the Exhibition Hall during stand decoration hours on Tuesday 09 September from 14:00 until 17:30, as well as early access on exhibition open days. Please make sure to indicate that you are exhibitor during their registration to ensure your access to the exhibition hall during those hours.

Please note that stand decoration hours on Tuesday 09 September are strictly limited to checking stand readiness, delivering materials to stands, and setting up. **Scheduling meetings in the exhibition hall during these hours is strictly prohibited.** Exhibitors found holding meetings in the hall will be escorted from the exhibition hall immediately and will not regain access until the official exhibition opening hours.

REGISTRATION

Registration will open in the beginning of June 2025.

All exhibitors attending the EAIE Conference must register as conference participants. The primary contact person who booked the stand will receive registration instructions and a unique exhibitor code. This code can be used by stand participants for free registration. The main contact person is responsible for distributing the exhibitor code and registration instructions to exhibitor and sub-exhibitor staff attending the conference.

Participants who are exhibiting at the conference can indicate that they are exhibitors during their registration. These participants will receive an exhibitor badge that will allow access to the Exhibition Hall during stand decoration hours on Tuesday 09 September from 14:00 until 17:30, as well as early access on exhibition open days. Please make sure that all colleagues who need to be on your stand indicate that they are exhibitors during their registration to ensure they can access the exhibition hall during those hours.

HOTELS

Official hotel partner

The official hotel booking agency for EAIE Gothenburg 2025 is B-Network. For individual and small group reservations, the B-Network booking tool offers good deals for a wide range of hotels in Gothenburg. Bookings can be made directly online via [this link](#). If you would like to book 10 rooms or more, please contact B-Network at eaie@bnetwork.com directly.

Beware of fraudulent hotel agencies

There are an increasing number of fraudulent websites impersonating EAIE Gothenburg 2025 and we would like to warn all participants to be aware of possible

scams and strongly advise that you only use the official housing partner, B-Network, when making reservations. The EAIE and its official hotel agency will never, under any circumstances, conduct sales calls and ask for your credit card details over the phone. If you believe you have been contacted by a fraudulent agency, please contact us.

INSURANCE & LIABILITY

Public liability insurance is taken out by the EAIE on behalf of the exhibitors and included in the space booking fee. This coverage is limited to Third Party Liability only, meaning bodily injuries and/or property damage caused by a registered exhibitor to a third party.

Exhibitors are solely responsible for their own goods & properties, both private and/or their employer(s). The EAIE is not responsible and cannot be held liable for any loss, damage, or theft of exhibitor's own belongings such as laptops, briefcases, purses etc.

We strongly recommend that any small or attractive items are kept under constant supervision and removed each evening and that suitable insurance cover is arranged for your stand. Please take special care of laptops, mobile phones etc – do not leave these items unattended at any time.

PRINTED MATERIALS

To promote sustainable practices, we strongly encourage exhibitors to replace printed materials with digital alternatives at the EAIE Conference. You can share brochures and information via QR codes, digital screens, email sign-ups, or downloadable links on your website. Not only does this reduce waste, but it also makes it easier for attendees to access and store your materials. If fully eliminating printed materials is not possible, you can opt for printing them locally instead of the shipping them from your office. You can view the options and the pricelist [here](#). Please contact Simon Berg at simon.berg@svenskamassan.se to place orders or ask for more information. When placing the order, please provide your billing details for the invoice. All payments must be settled before the start of the conference. The materials will be delivered directly to your stand.

RULES AND REGULATIONS

The stand needs to be placed within the designated area and it is not allowed to place any displays, products or furniture in the aisles.

Advertising is only permitted within the allocated exhibition space. In the interests of all exhibitors, digital promotion, distributing flyers, additional signage and other advertising material outside the stand is not allowed (this includes for instance balloons, flags, banners, etc). Any false or misleading advertising whatsoever is strictly prohibited.

As per local regulations, the venue cannot process any waste that is left on the exhibition stand. All materials brought to the exhibition must be shipped back to their place of origin. Paper and cardboard can be disposed of in the specially designated

bins. No materials or waste can be left on the stand after packing hours on Friday, 12 September.

According to Swedish regulations, all alcoholic beverages must be provided and served exclusively by the venue staff. It is strictly prohibited to bring and serve your own alcoholic beverages at the EAIE Conference & Exhibition.

Adherence to these rules will be strictly monitored onsite, and penalties will be applied to exhibitors in violation.

SUSTAINABILITY

As a rapidly growing event, both in the number of participants and the size and scale of the exhibition, the environmental impact of the EAIE Conference & Exhibition is undeniable. A significant part of the EAIE's mission is fulfilled at the Conference & Exhibition as it fulfils its role as a platform for our community by bringing the global sector together in one place each year – a true one-stop shop. This is why we aim to keep reducing the impact of the event so that our community can gather and reach their own goals in a mindful way.

Join us on our journey and contribute to a more sustainable EAIE Exhibition. Below, you'll find practical tips and best practices to help you exhibit responsibly and reduce your environmental impact.

CHOOSING YOUR PROMOTIONAL MATERIALS

Responsible consumption:

- Avoid surplus as much as possible
- Avoid single-use non-recyclable items
- Ensure paper or cardboard is FSC or PEFC labelled
- Ensure all materials are recyclable and have one or more recycled components
- Say no to plastic! Or if there is a plastic component, it should be biodegradable and made from renewable materials, such as corn, cassava, potatoes or wheat
- If you must have give-aways, consider more sustainable options that will not end up in a waste bin after the event, eg offer consumables or items that can be used and re-used multiple times.
- Create QR codes and make use of the conference app instead of printed information. If you must print, specify forest friendly paper stock and non-toxic inks.
- Control the distribution of promotional material. If you can avoid it, don't print. Your objective is to promote your organisation, not to fill up waste bins. If you must print, re-think your promotional materials, try and limit their size and weight.
- Exchange contact information digitally instead of printed business cards.

Responsible purchasing:

- Choose local suppliers to support the local economy and reduce emissions
- Choose suppliers with socially responsible production methods, ethical and Fair-Trade sourcing to promote a social economy

- Choose suppliers that invest in R&D or start-ups to further innovation and entrepreneurship

Responsible promotion:

- Consider making a charitable donation on behalf of stand visitors instead of give-aways
- Make sure there is a destination for unused material. You can deposit leftover notepads, pens, mugs, vases, stools etc in one of the charity boxes located in the exhibition hall.
- If there is surplus, package it and reuse at other events
- If materials cannot be reused or donated, make sure they are disposed of properly.

Responsible packing:

- Make an accurate assessment of the materials you'll need on your stand to reduce the need for transport and packaging, and to reduce waste
- Packaging should be kept to a minimum (eg reduce volume by eliminating unnecessary filling; reduce waste by reducing the strapping required)
- Packaging material (wood, cardboard etc) should be recyclable, made of recycled components and FSC or PEFC labelled
- Fillings should be paper or cardboard not plastic
- Textile and metal strapping should be used instead of plastic
- Never use Styrofoam as it does not degrade or break down. It goes straight to landfill and leaches harmful chemicals into the environment
- Do not use plastic film

TRANSPORTATION

- Where possible, staff should travel by train.
- If compensation schemes, recycling on board waste) and that collaborate with social organisations. Also consider making the most of your trip by visiting other partner or staying longer at your destination.
- At the destination, travel to your hotel and around the destination on public transport.
- Choose accommodation with an easy public transport or walking route to the conference.
- If you use your own car, consider ride-share or car pooling to the venue.
- For car rentals, choose electric or low emission cars
- travelling by plane, choose airlines that strive to reduce the environmental impact of their flights (eg more efficient planes, lighter planes, planes that emit less greenhouse gas, using compostable or glass containers rather than plastic on board, carbon footprint

MEALS & BEVERAGES

- Make use of the vegetarian lunches provided at the EAIE Conference.
- Ask staff to bring their own reusable water bottles and carry cups.

[Download the Sustainable Exhibition Guide](#)

All exhibitors are also invited to join our effort by signing our sustainable exhibitor pledge. By signing the pledge, you commit to adopting sustainable practices in your stand setup and operations.

[Sign Sustainable Exhibitor Pledge](#)

All exhibitor staff are also welcome to join by signing the sustainable participant pledge which will be live in May 2025.