



EAIE | GOTHENBURG 2025

09-12 SEPTEMBER

GO-CREATE





Welcome to the EAIE Exhibitor Manual, specially created for those exhibiting at the 35th Annual EAIE Conference and Exhibition, taking place from 09-12 September 2025 in Gothenburg, Sweden. The European Association for International Education (EAIE) has appointed EA Exhibitions (EA) as the official exhibition contractor. EA will be responsible for all of the pre-conference coordination and exhibition set-up and breakdown. This manual has been produced to provide you and your team with everything you need to plan a successful exhibition and to alleviate pre-exhibition issues.

We kindly ask you to:

- Read the information carefully.
- Take note of the deadlines.
- Place your orders as soon as possible.

Do not hesitate to share the EAIE Exhibitor Manual with your team(s) involved in EAIE Gothenburg 2025. Please note that the manual is subject to change. The most up-to-date version of this manual can be viewed or downloaded in PDF format from the Exhibitor Portal:

<https://toddo.com/event/eaie2025>

EA Exhibitions

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IMPORTANT INFORMATION

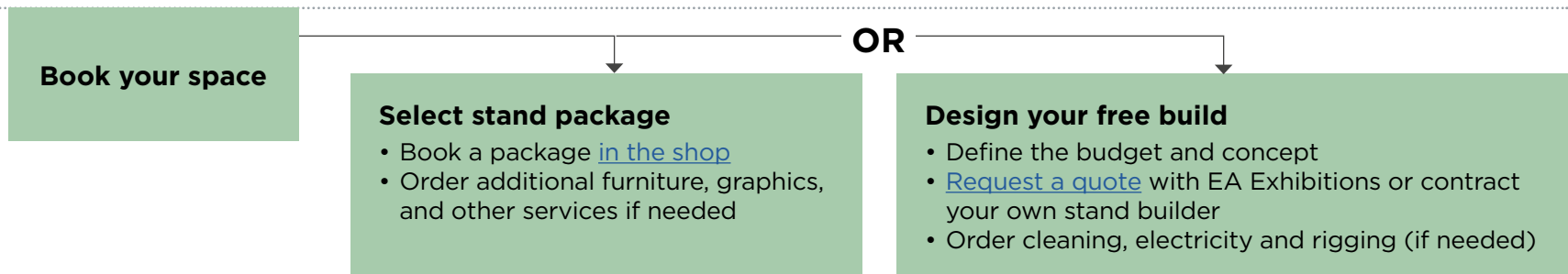
Please read and follow all the information to ensure that the 2025 EAIE Exhibition is a success.

1. Please adhere to the deadlines for all services, especially freight forwarding, stand approvals and rigging, as deadlines may be earlier than in previous years.
2. Please send all requested papers and forms, packing lists, *etc* in time – see “**Exhibitor checklist**” on [page 06](#) and “**Contact list**” on [page 07](#).
3. If you want to build your stand higher than 2.5 metres or add a hanging banner, an additional fee will be charged, which amounts to 10% of your space booking cost. The fee does not include any production or rigging cost. Combination of hanging banner and additional height is subject to a combined fee of 20%.
To request additional height and/or banner please send an email to exhibition@eaie.org.
4. For stand building height for each hall – see “**Hall information**” on [page 16](#).
5. Rigging needs [to be requested](#) before **01 July 2025**. Requests received after this date cannot be processed anymore.
6. For Free Build stands, the deadline for submitting your [final stand design](#) and documents for approval is **01 July 2025**.
7. Please note that flammables are not allowed inside stand storage. For more information regarding fire safety please refer to the [safety and technical regulations of Svenska Mässan](#) in the Exhibitor Portal
8. The main aisles must be empty during the build-up and dismantling.
9. Orders placed with EA Exhibitions will only be processed following receipt of payment. Please note that if we do not receive the payment before **26 August 2025** stand items will not be installed when build-up starts.
10. Cancellation of orders*:
50 % refund from 11 July to 09 August (from 8 to 4 weeks prior to the conference). Please note that €85 administrative cost (excluding VAT) will be charged and shall be fully borne by the participant.
No refund after 10 August (4 weeks prior to the event).
11. Please make sure to check the billing information of your Toddo account before placing orders. An administrative fee is applicable for re-issuing an existing invoice. This applies to all requested changes to the invoice, including address or name changes.

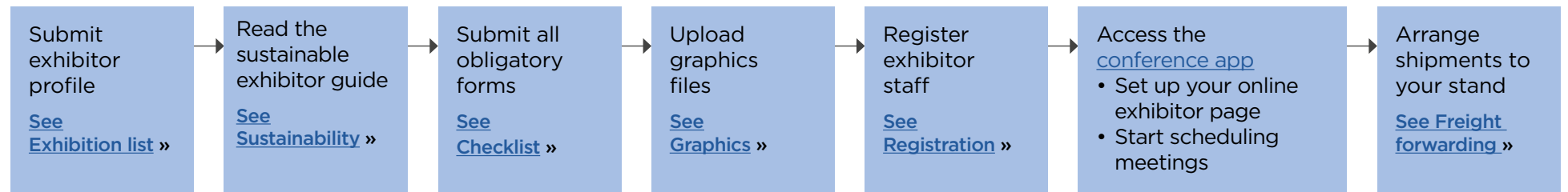
*Please note that the following cancellation policies refer to stand packages and services orders and do not apply for exhibition space booking. For exhibition space, 50% cancellation fee is applicable before 16 June. From 17 June 100% cancellation fee is applicable. See [Terms and conditions](#) for more information.

EXHIBITOR JOURNEY

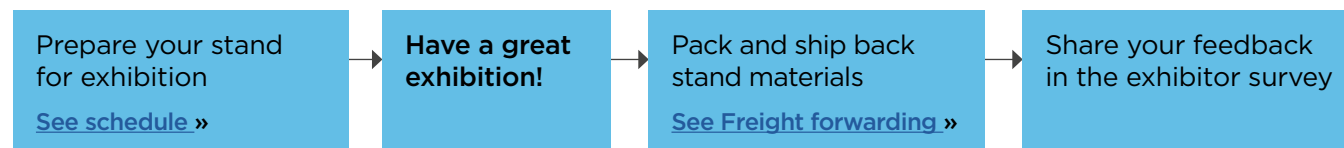
STEP 1



STEP 2



STEP 3



Maximise your exhibitor experience:

- Take advantage of the full programme, incl. educational sessions and networking activities
- Boost your visibility with sponsorship and advertising opportunities
- Pre-block your space on-site for the upcoming year



EXHIBITOR CHECKLIST AND DEADLINES

ALL EXHIBITORS

To avoid late fees, please complete all necessary arrangements before 30 June. From 01 July late fee is applicable.

- Complete exhibitor profile (see [exhibitor list](#))
[Submit Exhibitor profile](#) — deadline 01 July
- Submit the grid form of your stand
[Submit grid plan](#) — deadline 01 July
- (Optional) Place and finalise your orders in the exhibitor shop:
[Toddoo Exhibitor Portal](#) — deadline 01 July
- (Optional) Request host(ess) services on your stand
[Submit host\(ess\) form](#) — deadline 01 July
- Complete exhibitor page in the conference app (see [conference app](#))
- Register stand participants (see [Registration and Exhibitor badges](#))
- (Optional) Finalise stand catering orders.
[See stand catering](#) — deadline 26 August

SHELL SCHEME STAND PACKAGE

- (If ordered graphics) Submit graphics artwork
EA Exhibitions will share personalised submission links by email — deadline 01 July

PREMIUM STAND PACKAGES

- Submit your wall and fascia graphics artwork
EA Exhibitions will share personalised submission links by email — deadline 01 July

FREE BUILD STANDS

- Order electricity mains and daily stand cleaning
[Toddoo Exhibitor Portal](#) — deadline 01 July
- Submit stand approval form
[Submit stand design](#) — deadline 01 July
- (Optional - if rigging is necessary)
Submit rigging information
[Submit rigging form](#) — deadline 01 July
- Submit the build-up registration form (see [Build-up access](#)):
[Submit Build-up form](#) — deadline 01 September
- Submit stand carbon footprint report
Individual links will be sent by email to the stand constructor directly — deadline 01 September

CONTACT LIST AND LOCATION

CONTACT INFO

Please contact **EA Exhibitions** eaie@eaexhibitions.com for:

- Exhibitors stand packages and custom stand designs
- Exhibitor products and services
- Technical information (eg technical floorplan)
- Contractors access during Build-up and Dismantling

Please contact **the EAIE** for:

- Exhibition space allocation exhibition@eaie.org
- Conference registration and badges exhibition@eaie.org
- Partner opportunities and advertising promotions@eaie.org

Please contact **B-network** eaie@bnetwork.com for:

- Hotel bookings in Gothenburg

Please contact **Valverde** eaie@valverde.nl for:

- Freight forwarding and onsite handling
- Unloading/loading slots

Please contact **Svenska Mässan** at standservice@svenskamassan.se for:

- Stand catering

LOCATION

Svenska Mässan - the Swedish Exhibition & Congress Centre

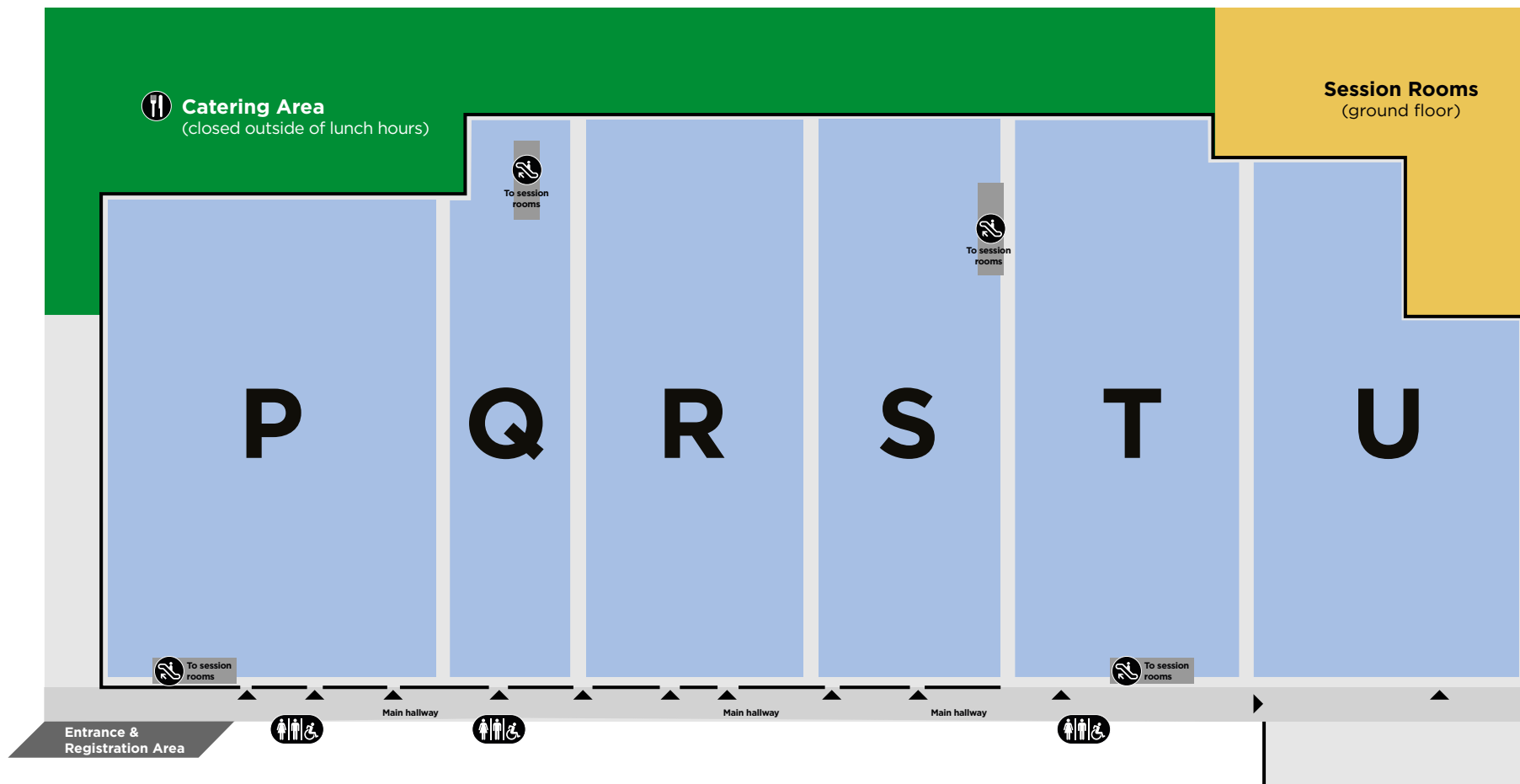
Mässans Gata/Korsvägen,
412 94 Gothenburg, Sweden

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>



FLOOR PLAN



EXHIBITION SCHEDULE & CONFERENCE DATES

EXHIBITION SCHEDULE

Stand construction hours (Free Build):

Monday 08 September, 07:00–18:00

Tuesday 09 September, 07:00–18:00*

**All empties must be removed from the exhibition by 18:00*

Exhibition opening hours:

Wednesday 10 September, 08:30–18:00

Thursday 11 September, 08:30–18:00

Friday 12 September, 08:30–12:00

Exhibitor welcome and stand decoration:

Tuesday 09 September, 14:00–17:30*

**Access with exhibitor badge only, all halls must be vacated by 17:30*

Packing hours:

Friday 12 September, 12:00–13:30

Dismantling hours:

Friday 12 September, 16:00–00:00

Exhibitors with an exhibitor badge can access the hall at the following hours:

Tuesday 09 September, 14:00–17:30

Wednesday 10 September, from 07:30

Thursday 11 September, from 08:00

Friday 12 September, from 08:00

CONFERENCE DATES

Conference registration opens:

June 2025

Meetings scheduling open:

July 2025

EAIE Conference dates:

09–12 September 2025

SHELL SCHEME STAND PACKAGES

STAND PACKAGES: SHELL SCHEME

Standard shell scheme package is available for row, corner and peninsula spaces between 9 m² and 36 m². Please see the [shop in Toddo](#) for pricing information. The Shell Scheme stand includes:

- White shell scheme wall panels, 250 cm high
- Fascia with stand number and stand name (up to 40 characters)*
**If you prefer the stand name with more than 40 characters, an additional fee of €27.50 (excl. VAT) per open side of your stand will apply.*
- Carpet
- 2.4KW power connection
- Spotlights
- Table
- Chairs
- Waste bin
- Overnight cleaning service

Please see included furniture per stand size below

Stand size	Table	Chair	Socket	Spot-lights
9 m ²	1	4	1	1
12 m ²	1	4	1	1
15 m ²	1	4	1	1
18 m ²	1	4	2*	2
21 m ²	1	4	2*	2
24 m ²	1	4	2*	2
27 m ²	1	4	2*	2
30 m ²	1	4	2*	2
33 m ²	1	4	2*	2
36 m ²	1	4	2*	2

*socket + extension cord

If you would like to order additional items of the same furniture included in your package, please reach out to [EA Exhibitions](#) and they will add it to your cart directly.



PREMIUM STAND PACKAGES

STAND PACKAGES: PREMIUM

Premium package is available for row, corner and peninsula spaces between 9 m² and 36 m². Please see the [shop in Toddo](#) for pricing information. The Premium stand includes:

- Shell scheme wall panels, 250 cm high
- Fascia with print
- Seamless wall graphics
- Carpet
- 2.4KW power connection
- Spots
- High table
- Bar stools
- Counter with graphics
- Small waste bin
- Overnight cleaning service

Please see included furniture per stand size below:

Stand size	High table	Bar stools	Socket	Spot-lights	Counter
9 m ²	1	4	1	1	1
12 m ²	1	4	1	1	1
15 m ²	2	8	1	1	1
18 m ²	2	8	2*	1	1
21 m ²	2	8	2*	2	1
24 m ²	2	8	2*	2	1
27 m ²	2	8	2*	3	1
30 m ²	2	8	2*	3	1
33 m ²	2	8	2*	3	1
36 m ²	2	8	2*	3	1

*socket + extension cord

If you would like to order additional items of the same furniture included in your package, please reach out to [EA Exhibitions](#) and they will add it to your cart directly.



FREE BUILD

Exhibitors with an exhibition space of 24 m² or larger can opt for a Free Build stand with a custom design. There are three available options:

SUSTAINABLE CUSTOM FREE BUILD WITH EA EXHIBITIONS AND PARTNERS

Opting for a sustainable Free Build stand will offer you a range of features that will make your display long-lasting and aligned with your environmental values. The innovative Matrix system, primarily made from aluminum, guarantees durability and an enduring presence. Its approach ensures that no waste products from the stand are left behind at your exhibition location or stand space post-disassembly. You can view the [brochure](#) for some ideas and visuals.

Please [request a quote](#) for your custom stand design with EA Exhibitions via eaie@eaexhibitions.com

PRE-SET MODULAR STAND DESIGN (MSD) PACKAGE

MSD packages are available for spaces of 24 m² or larger. The package includes stand structure, furniture, graphics, floor covering, electricity and overnight cleaning. Stand space with MSD stand packages are exempt from compulsory stand approval and can have a hanging banner if rigging is possible over the stand space.

Please check the shop in [Toddo](#) to see available options and reach out eaie@eaexhibitions.com for pricing information.

CUSTOM FREE BUILD WITH OWN STAND BUILDER

You may also choose to build a stand with your own stand builder. Please take note of the applicable rules and regulations on [page 13](#).

FREE BUILD

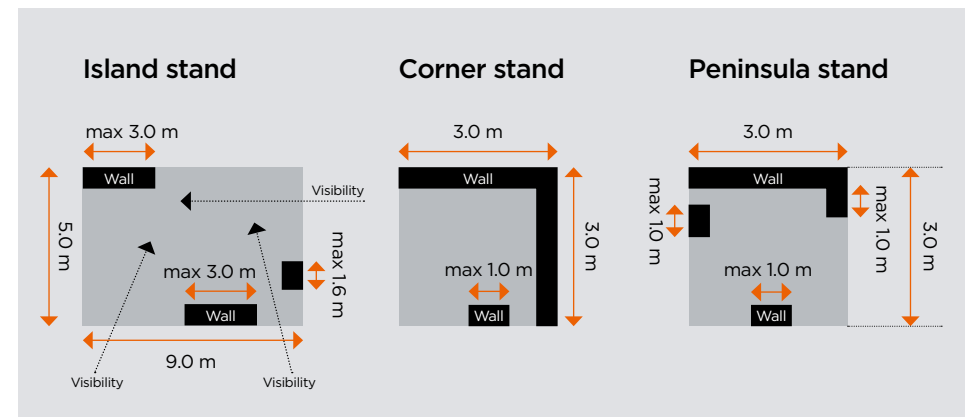
RULES AND REGULATIONS

RULES AND REGULATIONS

1. Every Free Build stand must have at least partition walls with neighbouring stands and a stand number.
2. All exhibitors who build their own stand must get approval for their stand design. For stand approval, please send the stand design and technical drawing via email to eaie@eaexhibitions.com by **01 July 2025**.
3. All Free Build stands are required to submit the details of their stand for carbon footprint calculation. Individual submission links will be shared by email in July and August with the stand-builder or exhibitor contact responsible for the build-up on-site.
4. The standard height of the stand fitting (including graphics and column cladding) is 2.50 metres in height from the floor. The maximum height of any wall is up to 4 metres. The maximum height restriction is 6 metres (including rigging, measured from floor to top of the rigging structure). Please note that height and rigging approval will be given once your stand drawings have been reviewed by EA Exhibitions. To request rigging, please complete the [Rigging form](#) and submit it via email to eaie@eaexhibitions.com before **01 July 2025**.
5. 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.
6. Stands with three open sides or less are obliged to erect a wall (minimum height of 2.50 metres) between themselves and any

other neighbouring stand(s). A row stand requires walls on three sides (one back wall and two side walls), a corner stand requires walls on two sides (one back wall and one side wall) and a peninsula stand requires only one wall (one back wall). It is not permitted to use walls from neighbouring stand for your own purposes.

7. Any open sides of your stand can be closed up to a maximum of 30% of its length.



8. If you want to build your stand higher than 2.5 metres, add a hanging banner or a digital sign, an additional fee will be charged that amounts to 10% (hanging banner or additional height) or 15% (digital sign) of your space booking cost. The fee does not include any production or rigging cost. Combination of hanging banner and additional height

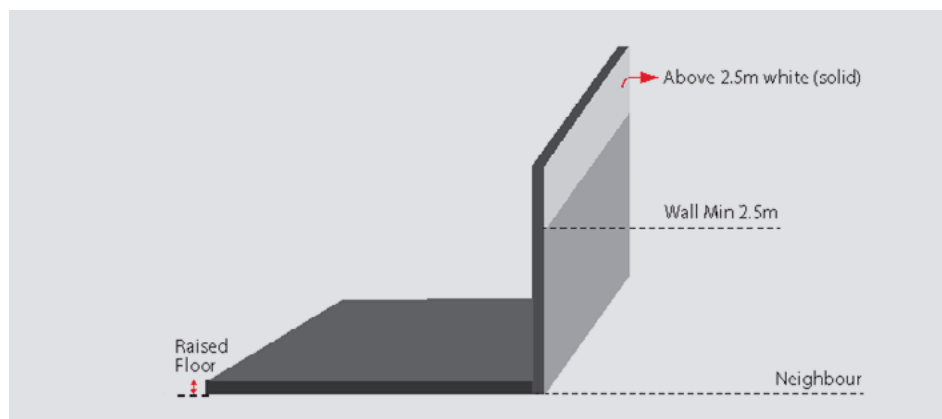
FREE BUILD

RULES AND REGULATIONS (CONT.)

is subject to a combined fee of 20% (hanging banner and additional height) or 25% (digital sign and additional height).

To request your additional height, banner or sign please send an email to exhibition@eaie.org.

9. Stand with an area of more than 100 m² with a complicated layout must have at least two separate exits/emergency access routes opposite one another. The walking distance between any point in an exhibition area and a walkway outside the stand shall not exceed 20 metres.
10. Walls that exceed the standard height of 2.50 metres need to be finished in a solid white wall. Exhibitors are responsible for ensuring that their contractor leaves any face of any such wall higher than 2.50 metres in a clean and finished state (colour white with no graphics or logo's) and no running cables.



11. Floor covering is not mandatory. All cabling must be securely fixed to avoid tripping. Approved carpet tape only must be used. All tape must be removed at the end of the exhibition. Failure to do so will result in exhibitors being charged for its removal. The floor surface in the exhibition halls is mainly epoxy-treated concrete. The floor may not be painted or in any other way exposed to damage. The cost of restoring any damage to the floor surface will be charged to the exhibitor.
12. According to current building regulations, all podiums and stages must always be accessible and usable for people with reduced mobility- and/or orientation (BFS 2013:14). The maximum height for a raised floor is 10cm. It is a **compulsory requirement to have an incorporated ramp as part of the stand design** and not in the aisle. Ramps must have edge protection to prevent the wheels of a wheelchair from slipping off the edge. The use of tape to indicate the edges of raised floors may be required on-site to prevent tripping hazards.
13. All main electrical installations are handled by the official electrical contractor, EA Exhibitions. Technical facilities will come from the nearest utility channel on the floor, so please bear this in mind when designing your stand and when marking it on the grid floor.
14. All work must be carried out within the exhibition build-up schedule.
15. It is each exhibitor's responsibility to familiarise themselves with any height or weight restrictions of their allocated space before designing the stand.

FREE BUILD

RULES AND REGULATIONS (CONT.)

16. All stands shall be entirely self-supporting, without either hanging from the ceiling or being attached to the walls of the venue. It is also not allowed to use (shell scheme) walls from neighbour stands for your own purposes.
17. The usage of products containing organic solvents is strictly forbidden, such as contact adhesives, spray paint, paint with white spirits or thinners with solvents. Products used during the exhibition shall meet basic environmental regulations and should not contain substances which are included in the Swedish Chemical Agency's restricted substances register or PRIO-list www.kemi.se.
18. All stand construction and decorative materials must comply at least with building materials class B1 of DIN 4102 and/or class B/C s1 d0 of EN 13501-1 (ie must be flame retardant and neither forms toxic gases nor drip while burning). Materials in stand walls and ceilings (decorative ceilings in textiles and other materials) shall be made of type-approved and fireproof materials, ie not more flammable than wood.
19. Rigging must be requested before **01 July**. The hanging banners and digital signs must be located 50 cm within the stand border from the aisle(s) and neighbour exhibitors on all sides. Pictures should be stillled and can be presented as a slide show, with an interval of 02 minutes. No sound is allowed. The back of the screen must be covered.
20. Exhibitors with Free Build stands are required to order basic daily cleaning for the entire duration of the exhibition. Daily cleaning can be ordered in the [exhibitor shop in Toddo](#). Exhibitors who book Shell Scheme, Premium or MSD Package have daily cleaning included in the package.
21. In cases where equipment is used in connection with works on subfloors, or other metallic objects, tools shall be used that do not cause dangerous noise levels. For example, only rubber mallets must be used when working on subfloors in consideration of the noise levels that otherwise may arise. If saws, sanding and smoothing machinery, etc., are used, a vacuum suction device must be used to collect shavings and dust.
22. According to local regulations, the venue cannot process waste generated from stand construction. Stand builders must arrange for the removal and transportation of any construction waste back to its origin or another approved disposal site. To reduce the carbon footprint and facilitate logistics, it is highly recommended to opt for modular or reusable stand structures that are not discarded at the end of the exhibition. Sustainable stand design helps minimise waste and supports environmentally responsible practices.

FREE BUILD

HALL INFORMATION, BUILD-UP AND DISMANTLING RULES

HALL INFORMATION

The standard building height for each hall is as follows:

- **Sections P** (Hall C), **R, S, and T** (Hall B) have maximum building height of 4 meters excluding rigging. The rigging height is 6 meters including the top of the truss.
- **Section Q** (hall B) has maximum building height of 2.5 metres. Rigging is not possible in this section.
- **Section U** (hall A) has a maximum building height of 4 metres.

View the [hall height map](#). Please contact eaie@eaexhibitions.com to enquire about the rigging possibilities for your stand.

The maximum floor load is:

Sections P, Q, R, S, T (halls B and C):

- Spread load kg/m²: 3000
- Concentrated load: 20 tonnes
- Bogie Load: 40 tonnes

Section U (hall A):

- Spread load kg/m²: 1500
- Concentrated load: 9 tonnes
- Bogie Load: 18 tonnes

BUILD-UP AND DISMANTLING

Build-up of exhibition Free Build Stands will take place on:

Monday 08 September, 07:00–18:00*

Tuesday 09 September, 07:00–18:00*

Dismantling of the Free Build stands will take place on:

Friday 12 September, 16:00–00:00*

**subject to change*

Our logistic partner Valverde will operate with timeslots for (un)loading complete vehicles. A timeslot will be provided after you made a booking with Valverde. All vehicles arriving at the venue for the delivery and collection of exhibits or stand fittings must report to the Valverde service desk (please follow the signs). All delivery and collection of goods must be registered with Valverde before build-up starts. Make sure you mention the day, time and license plate number of your vehicle. Unannounced deliveries and collections will be given a loading time that fits the existing planning and will be asked to wait in a separate parking area outside the conference grounds until unloading space is available near the halls.

All set-up and dismantling activities shall comply with applicable occupational health and safety provisions, industrial regulations and laws governing places of assembly. Exhibitors and their subcontractors are responsible for observing the regulations. Exhibitors and their subcontractors must ensure that other exhibitors and their service companies present at the venue are not endangered during their own set-up and dismantling activities. If necessary, they must appoint a coordinator to oversee the work. In case of violations, the Organiser (EAIE), Venue (Svenska Mässan) and the relevant public authorities can order work to be stopped.

Safety shoes and high-visibility vests are mandatory in all construction areas. Hard hats are strongly recommended when rigging is being installed. This applies to all production areas of the venue, during the construction and dismantling period of the event. Complying with the rules is the responsibility of the employer. The safety shoes must comply with category S3 or higher. Please note that the main aisles must be empty during the build-up and dismantling.

FREE BUILD

WASTED DISPOSAL, BUILD-UP ACCESS

WASTE DISPOSAL

According to local regulations, the venue cannot process waste from stand construction. It is the responsibility of stand builders to remove and transport construction waste to its place of origin or a disposal facility. Compliance with this regulation will be strictly enforced onsite, and fines will be imposed on stands that fail to comply.

To minimise environmental impact and streamline logistics, we strongly advise reusable stand structures instead of disposable builds.

BUILD-UP ACCESS

During build-up, all stand builders are required to wear a bracelet, which can be picked up at the Exhibitor Service Desk upon arrival at the venue.

In order to get build-up access for staff and vehicles please fill in the [build-up registration form](#). No vehicles or staff will be allowed to enter the venue for Build-up and Dismantling without prior registration in the build-up form. Further access instructions will be shared with stand builders by email prior to the event.

Exhibitors with Free Build stands who need to access the Exhibition Hall during build-up to supervise the construction need to fill in the [build-up registration form](#) in order to receive access. Please note that access during build-up can only be granted to exhibitors with Free Build stands and with a limitation of **2 persons per stand**. Exhibitors with Shell Scheme and Premium stands can access the Exhibition Hall on Tuesday during the stand decoration hours.

SUSTAINABILITY

HELPS US MAKE THE EAIE EXHIBITION MORE SUSTAINABLE

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.

We are committed to leading by example in the sector and taking concrete steps to reduce our carbon footprint, inspiring responsible and environmentally conscious actions from partners and participants and providing a comprehensive and essential community event that helps reduce the need for additional business travel.

Join us on our journey and contribute to a more sustainable EAIE Exhibition! See below how you can take action and start reducing your impact.

MEASURING AND REDUCING OUR EXHIBITION FOOTPRINT

At EAIE we are committed to measuring and reducing the carbon footprint of the exhibition. To do this effectively, we need to collect data from all exhibition suppliers, including stand builders.

If you are constructing a custom stand with your own contractor, your stand builder will receive a link to submit stand build details—such as crew travel, logistics, and stand materials—once they have submitted the stand design for approval. This link will be provided by our sustainability partner, Green Circle Solutions.

Submitting these details is mandatory and a requirement to begin stand construction on-site. Green Circle representatives will be on-site during build-up and breakdown to offer support, clarify any questions, and help verify submitted data, making adjustments if needed. Please ensure your stand builder crew is aware of this process and is ready to collaborate. Our goal is to make sustainability a smooth and straightforward part of your exhibition experience.

SUSTAINABLE EXHIBITOR GUIDE

We have created a comprehensive guide that outlines practical steps you can take to make your participation more sustainable. This guide includes tips on reducing waste, conserving energy, and sourcing eco-friendly materials. We encourage you to review the guide and implement as many of these practices as possible.

» **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**.

REGISTRATION AND EXHIBITOR BADGES

REGISTRATION

Registration will open in 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.

FEE WAIVER ENTITLEMENTS

Two or more fee waivers (ie free conference registrations) are included in the space booking fee. The number of included fee waivers per stand space is as indicated below.

Stand size	Fee waivers
9 m ²	2
12 m ²	2
15 m ²	2
18 m ²	3
21 m ²	3
24 m ²	4
27 m ²	4
30 m ²	5
33 m ²	5
36 m ²	6

Exhibitors with stand space larger than 36 m² will receive one fee waiver per every 6 m² booked (ie for 108 m² stand space: 108 m² / 6 m² = 18 fee waivers).

Exhibitor registrations at reduced rates are no longer available; instead, increased fee waiver entitlements have been introduced.

EXHIBITOR BADGES AND ACCESS TO THE EXHIBITION HALL

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.

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.

EAIE CONFERENCE APP

Information will be available soon.

GENERAL INFORMATION

EXHIBITOR LIST, SUB-EXHIBITORS & STAND SHARING, HOTELS

EXHIBITOR LIST

The list of exhibitors will be displayed on the EAIE website, conference app and onsite signage in the Exhibition Hall. In order to display the exhibitor name correctly, please make sure to fill in [Exhibitor Profile form](#) as soon as you have booked your stand space.

The deadline to submit the Exhibitor Profile is **01 July**. The information submitted after this date will only be included in the digital exhibitor list.

Please note: updating your exhibitor profile in Toddo directly will only update the information visible on the floorplan in Toddo and will NOT update in the printed or digital exhibitor list. Please make sure to submit the [Exhibitor Profile form](#) to ensure that your exhibitor name is displayed correctly.

SUB-EXHIBITORS & STAND SHARING

Sub-exhibitors use the main pavilion's stand area and exhibit under a group name. National/regional agencies, consortia, and other organisations with sub-exhibitors must inform EAIE by submitting a list via the [Exhibitor profile form](#). If new sub-exhibitors join, please send an updated list by email to exhibition@eaie.org. The [sub-exhibitor template](#) is available in the [Downloads](#) section in Toddo.

Sharing a stand with independent organisations (not sub-exhibitors) is considered stand sharing and incurs a €750 fee per additional co-exhibitor. Each exhibitor gets one listing, and EAIE approval is required for stand sharing. For more details, please contact us at exhibition@eaie.org.

The pavilion contact person will receive all exhibitor communications and should further inform their sub-exhibitors. To facilitate the communication, please feel free share this [sub-exhibitor guide](#) with key exhibition details.

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](#).

GENERAL INFORMATION

INSURANCE & LIABILITY, SMOKING, STAND SECURITY

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. Personal items are not insured by any EAIE insurance. The EAIE highly recommends to take out fire & theft insurance via your local insurance broker and/or check coverage on your existing insurance(s). Fire and theft insurance is not compulsory.

SMOKING

Smoking inside the building is strictly prohibited in the Exhibition Halls, during the build-up, event hours and dismantling.

STAND SECURITY

Although every reasonable security precaution is taken throughout the build-up, open period and dismantling, exhibition management cannot be held responsible for any loss, damage or accident which may occur to any exhibitor's (or their contractors) property or personnel.

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.

GENERAL INFORMATION

CHARITY, PARKING, RULES AND REGULATIONS

PARKING

Information will be available soon.

CHARITY

As part of our EAIE Green Goals, we are dedicated to minimising waste and supporting the local community. To achieve this, we partnered with organisations across Europe, to repurpose the office supplies donated by our exhibitors and attendees during the conference days. This initiative not only minimises waste but also contributes positively to local communities. You can support our cause by donating any unused office supplies at designated donation boxes.

RULES AND REGULATIONS

You can find Terms and Conditions, as well Rules and Regulations in Downloads section in Toddo:

www.toddo.com/event/eaie2025

- [Exhibition Terms and Conditions](#) of the European Association for International Education
- [General rules and regulations](#) of EA Exhibitions
- [Safety and Technical regulations](#) of Svenska Mässan

Advertising and sound system usage

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 will not be tolerated (this includes for instance balloons, flags, banners that exceed the stand dimensions including allowed stand height). Advertising on pillars in the Exhibition Hall is not permitted with the exception of pillars included in the stand space, as previously agreed with the EAIE. Any false or misleading advertising whatsoever is strictly prohibited.

Microphone and sound system usage is only permitted with prior approval by EAIE. Audio-visual equipment and microphone & sound systems should be used in a manner that broadcasted messages are not seen or heard at one or more neighbouring stands.

EXHIBITOR SERVICES A-Z

EA EXHIBITIONS

T: +31 20 262 3272

Email: eaie@eaexhibitions.com

The following exhibitor services can be ordered from the shop in the Exhibitor Portal:

- Audio-visual & PC equipment
- Host(s)/Hostess(es)
- Cleaning and waste disposal
- Internet and Wi-Fi
- Electricity
- Lighting
- Graphics
- Green decoration
- Furniture
- Suspension wires / rigging
- Floor covering
- Water

Additional exhibitor services that can be ordered through an external supplier:

- Freight forwarding and on-site handling
- Stand catering
- Lead retrieval
- Printing



EXHIBITOR SERVICES A-Z (cont.)

CLEANING & WASTE DISPOSAL, ELECTRICITY

CLEANING & WASTE DISPOSAL

Overnight stand cleaning is included in the Shell Scheme, Premium and MSD package. Exhibitors with Free Build stands are required to order stand cleaning in the [Toddoo shop](#).

If you are planning activities on your stand that would require cleaning service during the conference opening hours, you can order additional cleaning through EA Exhibitions.

Waste should be avoided as much as possible during the set-up and dismantling, and throughout the event. Stand construction waste such as graphics, broken furniture, wood, etc cannot be disposed of at the venue and must be shipped back to the source of origin. This regulation will be strictly monitored onsite and exhibitors who do not comply will incur penalties.

The exhibitor Waste Management guide will be available soon.

For any assistance please contact us at eaie@eaexhibitions.com.

ELECTRICITY

- In Shell Scheme, Premium and MSD stand packages a 10A main connection, equal to approximately 2.4KW, is included.
- In Free Build stands: NO electricity is included. You can order electricity via the [exhibitor portal](#).
- The Exhibition & Congress Centre's electrical supply is AC 50Hz 230 V 1-phase and 400 V 3-phase. All electrical sockets are earthed.

Do not forget to indicate the preferred location for your main electricity point on the [grid form](#). Please include your stand orientation and exact measurements for each outlet. For stand of 12 m2 or smaller, the electricity will be automatically placed in the corner of the stand if the grid form is not submitted.

EXHIBITOR SERVICES A-Z (cont.)

FREIGHT FORWARDING

FREIGHT FORWARDING

Valverde has been appointed as the sole forwarding agent and on-site handling contractor for the 35th Annual EAIE Conference and Exhibition.

Shipping materials

We strongly encourage all exhibitors to avoid using printed materials at the EAIE Conference and opt for digital alternatives instead. If completely eliminating printed materials is not possible, we highly recommend reducing the volume and ordering through a local supplier (see [Printing](#)) to minimise the carbon footprint from shipping.

If you need to make a shipment for your stand, please follow the steps below:

1. Contact [Valverde](#) to arrange shipping. Provide inbound and return shipment details (dimensions, weight, special needs) and complete required documentation.
2. Securely package items and label them with your company name, stand number, event name (EAIE Conference and Exhibition), shipping address and contact details. Label will be provided by Valverde.

3. Schedule pickup or deliver items to the Valverde warehouse by **28 August**.
4. Valverde will deliver items to your stand. Ensure someone is present to verify the delivery. Report any issues (e.g., missing or damaged goods) to the on-site representative located at the Exhibitor Service Desk.
5. For return shipping, repack items securely and attach the return labels. The label will be supplied by Valverde. Valverde will pick up the shipping from your stand.

Valverde will also be responsible for all customs formalities for this event.

Please see the transport and [logistics guide](#) for tariffs and additional information.

To reduce travel distances and improve logistical efficiency, Valverde collaborates with local partners in certain countries to handle shipments on their behalf. For more information please consult the [transport and logistics guide](#).

On-site handling

Valverde is the only company allowed to carry out lifting, off-loading and any means of handling involving mechanical equipment, eg forklift trucks on cranes. All lifting from vehicles and delivery to the stand will be invoiced directly to the exhibitor by the contractor.

Valverde BV:

Contact person: Wisse Pont
T. +31 20 653 8555
Email: eaie@valverde.nl
www.valverde.nl

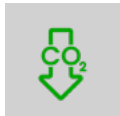
VALVERDE
Event Logistics

EXHIBITOR SERVICES A-Z (cont.)

FURNITURE, GRAPHICS, HOST(S)/HOSTESS(ES)

FURNITURE

This year, we are introducing new sustainability labels in our webshop to help exhibitors make more environmentally conscious choices.



indicates furniture supplied by a local provider, which has a lower carbon footprint due to reduced CO₂ emissions from transportation.



highlights furniture made from recycled plastic, supporting a circular economy by repurposing materials.

If you have booked Shell Scheme, Premium or MSD stand package, the furniture set is already included. If you would like to order additional items matching those in your package, please contact [EA Exhibitions](#) directly to ensure the correct items are added to your cart.

GRAPHICS

Graphics can be ordered with EA Exhibitions. There is a wide range of possibilities – from a simple logo print on your fascia to full-colour double-sided banners in various sizes. Items can be directly ordered via the [Exhibitor Portal](#). The digital files for the graphics need to be submitted through the Graphics submission link by email **before 01 July 2025**. Detailed artwork instructions will be included in the link specified to your graphics order. For any questions, please contact eaie@exhibitions.com.

Bringing your own graphics

Attaching (graphics) material to the shell scheme stand is only allowed under the following conditions:

- Material may never be mounted to the walls with hooks, nails, pins, velcro, duct-tape or comparable adhesives. Special tape can be requested at Exhibitor Service Desk onsite.
- In the event of damage to the panels, we will charge the exhibitor for full **replacement costs at €200** per panel.

HOST/HOSTESS(ES)

If you book host(s)/hostess(es) for your stand, please be advised that they will require a badge to enter the Exhibition Hall. The badge fee will be included in the total service price. The host(s)/hostess(es) will receive their badges upon arrival so they will have access to the hall and can meet you at the preferred meeting location as indicated by you on the order form. In order to book host(s)/hostess(es), please make sure to fill in the [host\(s\)/hostess\(es\) order form](#) and we will get in touch with you in order to provide you with a quotation.

EXHIBITOR SERVICES A-Z (cont.)

INTERNET & WI-FI, LEAD RETRIEVAL, PRINTING

INTERNET & WIFI

There will be a general Wi-Fi network available in the Exhibition and public areas. To optimise the internet connection, the Wi-Fi network will be available on the 5 GHz frequency in the Exhibition Hall and on 2.4 GHz in several places at the conference venue. This limited frequency will only be suitable for checking emails and not for up- or downloading data or online presentations.

Ordering an individual wired internet connection is recommended to ensure the highest accessibility. Installing rogue Wi-Fi networks is strictly prohibited and the venue reserves the right to shut down networks that cause interference. You can order your internet connection in the [Toddoo shop](#). Contact us via eaie@eaexhibitions.com if you have special requirements.

LEAD RETRIEVAL

Information will be available soon.

PRINTING

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 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.

EXHIBITOR SERVICES A-Z (cont.)

STAND CATERING, SUSPENSION WIRES/RIGGING

STAND CATERING

Exhibitors can order catering services at their stand via Svenka Mässan by submitting [stand catering order form](#). Please make sure to double check delivery times before submitting. You can view the catalogue of catering items and services in [the catalogue](#).

All catering orders must be placed **before 26 August**. If you have any questions please contact Svenka Mässan by email at standservice@svenskamassan.se.

IMPORTANT: 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. If you would like to serve specific types of alcoholic beverage on your stand during a reception, please reach out to standservice@svenskamassan.se to receive a quotation. Please note that local taxes and charges will apply.

Please note NO receptions will be allowed after 18:00 in the exhibition hall.

No events/receptions can be scheduled during the Plenaries:

Wednesday 10 September, 11:00-12:30*

Friday 20 September, 12:00-13:00*

**Subject to confirmation*

SUSPENSION WIRES/RIGGING

Ceiling fittings may be loaded with a maximum of 50 kg. Only approved wire locks may be used. The venue is responsible for the safety of all rigging and its connection to the building structure. To request rigging, please send the [rigging form](#) to eaie@eaexhibitions.com **before 01 July 2025** and EA Exhibitions will send you a personalised quotation.

EAIE | GOTHENBURG

09-12 SEPTEMBER

— GO-CREATE —



Have any questions? Send us an email to exhibition@eaie.org. We look forward to seeing you in Gothenburg.

— STAY CONNECTED —

