



5th Ministerial E-government Conference
19-20 November 2009, Malmö, Sweden
Exhibitors Guidelines

1. Introduction

This document intends to provide the 52 eGovernment Awards finalists 2009 with practical information on how to exhibit at the 5th Ministerial E-government Conference, which will be held on 19-20 November 2009 in Malmö, Sweden. This major event entitled "*Teaming Up for the eUnion*", is jointly organised by the European Commission and the Swedish EU Presidency.

The European eGovernment Awards 2009 are an integral part of the Malmö Conference. The exhibition will run in parallel with the conference, and offers the 52 Awards finalists the opportunity to showcase their best eGovernment practices.

2. Venue

- Both the conference and the exhibition will take place at the Malmö Exhibition and Convention Center "MalmöMässan", **Hall A**.

Address :

MalmöMässan
Ministerial eGovernment Conference
Lilla Varvsgatan
SE-211 17 Malmö
Sweden

www.malmomassan.se

General phone number: +46 (0)40 69 085 00
Goods information: +46 (0)40 30 67 20
Exhibitor stand info: +46(0)707 96 69 38 (08:00-17:00 weekdays)
egovernment@spaceproduction.se

Contact e-mail: malmomassan@malmomassan.se

3. Online registration

How to register:

- You will receive in the forthcoming days a “practical information” document including the Registration web page for the conference and the exhibition, together with a login and password and the details of the registration helpdesk that will assist you in case of trouble during the registration process.
- Please note that all delegates should register *online*, for security and identification purposes.

Important to know:

- Please make sure you register asap.
- Upon arrival at the exhibition, all exhibitors should go to hall A to pick up their badges. Exhibitors must carry their badges at all times inside the exhibition area.

Further contact and assistance:

Should you experience any trouble with the registration process, do not hesitate to contact the registration helpdesk. You will find the contact information in the “practical information” document.

4. Travel & Accommodation

How to book travel and accommodation:

Every finalist is responsible for their own flight booking. Guidelines of what the presidency reimburses can be found in your practical information.

- You will be able to book your room through the registration system once you register on-line in a hotel which has been pre-booked for you by our travel agent.
- You are also invited to mention which airport/station you are travelling from and approximately what time your arrival and departure are planned.

Important to know:

- The budget foresees economy tickets to Malmö for 2 people maximum per stand.
- These will not be flexible tickets.
- The conference organisers will only cover the costs of your travel and single hotel room, they will NOT cover the costs of your transfers and room expenses.
- You will have to arrange your own transport to and from the airport. We advise you to take an airport coach from the airport to the hotel. The average price should be approximately 100 Swedish kronor (= 10 €) (prices can be slightly higher during the night). A taxi costs about 300 Swedish kronor.
- Travel shall *be booked* to arrive as earliest *on the 17 November and depart on the 20 November at the latest*.
- When registering, please mention that you are an e-Government Awards Finalist in the “participant category”.
- Please, do NOT contact directly the hotel for booking, in order to avoid confusion

Further contact and assistance:

- The contact details of the travel agent can be found on the registration link included in the “practical information” document you will receive by email.

- Rules and conditions for reimbursement of Awards finalists and a travel reimbursement form will be available on the website.

Useful information about your stand

1. General information

- The Awards finalist's exhibition stands will be located in the exhibition Hall A of the Malmoe Exhibition and Convention Center. The Hall is the epicenter of the Ministerial e-Government Conference.
- Each exhibitor will have a 9 square meters stand. The stand will display your project name, stand number and country flag.
- Each stand will be "colour coded" according to the Awards category you represent (eGovernment supporting the Single Market, eGovernment empowering citizens, eGovernment empowering businesses, eGovernment enabling administrative efficiency and effectiveness).

Please see enclosed documents of stands and exhibition area.

2. Stand features

Size : 9 m2

Facilities provided :

4 shelves:

1 bar table

2 chairs

electricity outlets:

flat screen: 32'

brochure rack

stand signs: your project name, stand number, country flag

Important to know:

- PCs/laptops: it is up to the finalists to bring their own laptops.
- You are required to ensure that everything you wish to display fits within the boundaries of your stand. It will not be possible to have flags, flying above your stand, helium balloons, or any other items protruding beyond your allocation of space, it is particularly important that you do not obstruct the aisles.

Further steps:

- We will confirm you the exact location of your stand in the exhibition hall at a closer date.

Further contact and assistance:

For any questions regarding your stand: +46 (0)707 96 69 38 (08:00-17:00, weekdays)

egovernment@spaceproduction.se

3. Internet connection

The internet connection available from your stand will be Broadband Internet wireless (WiFi) access with firewall protection (only HTTP, HTTPS, FTP, SMTP, POP3 protocols are allowed).

4. Technicians

If you require a specialist technician to help you set-up and maintain your stand, you may bring one with you, provided that they have applied online for a contractor pass to enter MM and that they bring with them their passport. You will be responsible for organizing and paying for all of their accommodation and travel expenses.

5. Goods handling/storage

- During the Exhibition, exhibitors will be granted access to a storage area, which is for their exclusive use.
- Goods must be sent to Malmömässan between 9-13 November and any remaining items must be sent back from Malmö on the 27 November at the latest. Items left in Malmö will be recycled as from the 27 November.

Exhibitors can also send packages via express courier directly to the exhibition location. For the exact proceedings, please contact Mäss-Service, tel: +46 (0)40 30 67 20.

Important to know:

- "MalmöMässan" (MM) is not responsible for any goods sent on its behalf. Exhibitors are responsible for their own goods as well as for their storage.
- The following services are not included in the exhibition package, and therefore you will have to pay:
 - Goods handling
 - Dispatch
- MM ensures general surveillance services during the setting-up, duration and dismantling of the exhibition. Exhibitors must ensure safe keeping of their products, in the times stated.
- You will be provided with you stand number 3 weeks before the conference starts.

Adress:

MalmöMässan
Ministerial eGovernment Conference
Stand No:
Lilla Varvsgatan
SE-211 17 Malmö
Sweden

Tel: +46 (0)40 690 85 00

6. Insurance and responsibility

- MM ensures general surveillance services during the setting-up, duration and dismantling of the exhibition.
- Exhibitors must ensure safe keeping of their products, in the times stated. Exhibitors are forbidden to allow their staff to remain in the stand after the daily closing times of the exhibition, except in particular cases, with previous MM authorization.

MM is in charge of the following insurance contracts:

- An insurance policy that covers fire, lightning, explosion or flooding hazards, covering only the exhibited products and/or items that are part of the list submitted by the exhibitor up to the day he entered MM premises.
- Civil liability insurance derived from material, or bodily damage suffered by accredited exhibitors or by visitors.

Important dates and schedule

17 Arrival of finalists

- November**
- arrival of finalists at hotel
 - Convention Center "MalmöMässan will be open from 09:00 to 20:00 for those finalists willing to start setting their stand in the exhibition.
 - informal social event (tbc)

18 November	08:30 – 09:30 Briefing for the finalists	09:30 – 11:00 Finalists finalise stand setting-up	11:00 – 18:00 - Opening of the exhibition - Juries visit the stands - Guided exhibition tour of Ministers
19 November	08:00 – 17:45 - Delegates registration - Conference sessions	17:45 – 18:30 European eGovernment Awards ceremony	18:30 Evening Social event
20 November	08:00 – 13:00 - Delegates registration - Conference sessions	13:00 – 15:00 Lunch, exhibition and networking	15:00 Dismantling

Important to know:

1. Arrival of finalists:

- Finalists will arrive on 17th November. Convention Center "MalmöMässan will be open from 09:00 to 20:00 for those finalists willing to start setting their stand in the exhibition on that day.
- Upon arrival at the exhibition, all exhibitors should go to hall A to pick up their badges.
- An informal social event might be organised for those who want to join (to be confirmed).

2. Briefing for the finalists:

- The finalists will be briefed on 18th morning (08h30) at the Malmoe Fair about the programme.
- Around 09:30 am, the finalists will go to their stand and finalize the individual installation.

3. Awards jury

- The jury will be present on 18 November, 09.00 hrs to approx. 20.00 hrs
- Exhibition stands should be available for judges' visits and the guided exhibition tour of Ministers on the 18 November between 11.00-18.00 hrs. A detailed schedule will be provided during the finalists' briefing.

4. Dismantling of the stands

- The exhibition remains open for visitors until November 20 15.00h. Stands should not be dismantled before that time and should remain manned at all times during the full duration of the exhibition.