



Invitation to Sponsorship & Exhibition

International Conference on Electrical Machines –
ICEM 2020

23-26 August 2020
Gothenburg, Sweden

www.icem2020.se

Welcome to ICEM 2020!

We are very honoured to invite you to Gothenburg, Sweden, for the 24th International Conference on Electrical Machines. We aim to attract 700 quality attendees from all over the world.

The International Conference on Electrical Machines (ICEM) has established itself as an influential and recognized International event, being the only major international conference entirely devoted to electrical machines. Started in London in 1974, ICEM is now established as a regular event.

Very successful recent editions were held in Helsinki (Finland) in 2000, Bruges (Belgium) in 2002, Cracow (Poland) in 2004, Chania (Greece) in 2006, Vilamoura (Portugal) in 2008, Roma (Italy) in 2010, Marseille (France) in 2012, Berlin (Germany) in 2014, Lausanne (Switzerland) in 2016, and Alexandroupoli (Greece) in 2018.

Welcome to Gothenburg!

ICEM 2020, Local Organizing Committee

KEY CONTACTS

For questions or further information please contact:

Congress Secretariat

Sweden MEETX AB

E-mail: icem2020@meetx.se

Phone: +46 (0)31 708 86 90

Address: Ref: ICEM 2020

SE-412 94 Gothenburg

Congress Venue

[The Swedish Exhibition and Conference Center](#)

Phone: +46(0)31-708 80 00, Visiting address: Mässans Gata/ Korsvägen

EXHIBITION AREA

The exhibition will be held in direct connection to the Session halls. Refreshment points and coffee areas have been integrated into the exhibition/poster area, maximising the time that delegates spend in this area. 3 light Lunches will also be served in the exhibition/poster area.

REGISTRATION & HOTEL RESERVATION

Complimentary registrations included in the sponsor and/or exhibitor packages should be made using a special registration link sent after signed contract. A number of hotel rooms in different price categories have been pre booked in Gothenburg for the congress, booking is made together with your registration, more information about the hotels can be found on the ICEM 2020 website closer to the congress. www.icem2020.se

CATEGORIES OF SPONSORSHIP

The ICEM 2020 conference proposes 4 sponsorship categories:

- PLATINUM SPONSOR (Exclusive for 1 sponsor)
- GOLD SPONSOR (Exclusive for 2 sponsor)
- SILVER SPONSOR
- BRONZE SPONSOR

All levels are available to all sponsors. In addition there are Sponsor items and Exhibition opportunities. The Sponsor Items can be added to both Sponsors and Exhibitors. The indicated acknowledgments are examples and can be tailored to your needs and style.

All prices in this Invitation to Sponsorship & Exhibition are in SEK and excl. VAT (VAT is only applicable for Swedish companies).

PLATINUM SPONSOR

SEK 100 000

Exclusivity to one Platinum Sponsor

EXHIBITION

- Exhibit space of **18 sqm** (3x6m) in the exhibition area (incl. table, chair, electricity). Free Wifi access
- First choice of exhibition space allocation

DELEGATE ITEMS

Pads & Pens

Pads and pens will be inserted in the conference bag and distributed to each registered delegate onsite (approx. 800 pcs). The sponsor will be recognised by the company logotype on the pads and pens. Pads and pens to be produced and provided by the sponsor. Production cost is not included.

ADVERTISEMENT

Bag Insert (apart from pad & pen)

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

Conference Website

- Company logotype recognized as Platinum sponsor and URL link to sponsor's website placed

on the conference website start page

- Inclusion in the List of Sponsors & Exhibitors on the conference website www.icem2020.se

Advertisement in the Final Program

- Company logotype recognized as platinum sponsor in the Final Program
- 1 full page 4-color advertisement on the back cover of the Final Program. Ad to be provided by the sponsor.

List of Sponsors & Exhibitors Signage

Company logotype recognized as Platinum sponsor to be shown on a roll-up with the List of Sponsors & Exhibitors at the entrance of the conference hall.

Presented as Platinum sponsor at the opening of the Conference

COMPLIMENTARY REGISTRATIONS

- 4 complimentary full registration fees to the conference Incl. conference dinner. 3 exhibitor badges. (inc coffe/lunches)

GOLD SPONSOR

SEK 80 000

Exclusive for 2 sponsors

EXHIBITION

- Exhibit space of **12 sqm** (3x4m) in the exhibition area (incl. table, chair, electricity) Free Wifi access
- Exhibition space allocation will be made by the Conference organiser on a "first come, first served"-basis. The GOLD sponsors will have priorities in relation to lower categories.

ADVERTISEMENT

Bag Insert

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

Conference Website

- Company logotype recognized as Gold sponsor and URL link to sponsor's website placed on the conference website start page
- Inclusion in the List of Sponsors & Exhibitors on the conference website www.icem2020.se

Advert in the Final Program/Abstract book

- Company logotype recognized as Gold sponsor in the Final Program
- 1/2 page 4-color advertisement in the Final Program. Ad to be provided by the sponsor.

List of Sponsors & Exhibitors signage

Company logotype recognized as gold sponsor to be shown on a roll-up with the List of Sponsors & Exhibitors at the entrance of the Main conference hall.

Presented as Gold sponsor at the opening of the Conference

COMPLIMENTARY REGISTRATIONS

- 3 complimentary full registration fees to the conference incl. conference dinner. 2 Exhibitor badges (inc coffe/lunches).

SILVER SPONSOR

SEK 60 000

Available to an unlimited number of sponsors

EXHIBITION

- Exhibit space of **9 sqm** (3x3m) in the exhibition area (incl. table, chair, electricity) Free Wifi access
- Exhibition space allocation will be made by the Conference organiser.

ADVERTISEMENT

Bag Insert

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

Conference Website

- Company logotype recognized as Silver sponsor and URL link to sponsor's website placed on the conference website start page
- Inclusion in the List of Sponsors & Exhibitors on the conference website www.icem2020.se

Advert in the Final Program/Abstract book

- Company logotype recognized as silver sponsor in the Final Program
- ¼ page 4-color advertisement in the Final Program. Ad to be provided by the sponsor.

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 conference hall.

Presented as Silver Sponsor at the opening of the Conference

COMPLIMENTARY REGISTRATION

- 2 complimentary full registration fee to the conference incl. conference dinner. 1 Exhibitor badge (inc coffee/lunches).

BRONZE SPONSOR

SEK 35 000

Available to an unlimited number of sponsors

EXHIBITION

- Exhibit space of **6 sqm** (3x2m) in the exhibition area (incl. table, chair, electricity) Free Wifi access
- Exhibition space allocation will be made by the Conference organiser

ADVERTISEMENT

Bag Insert

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

Conference Website

- Company logotype recognized as Bronze sponsor and URL link to sponsor's website placed on the conference website start page

- Inclusion in the List of Sponsors & Exhibitors on the conference website www.icem2020.se

Advert in the Final Program/Abstract book

- Company logotype recognized as bronze sponsor in the Final Program

List of Sponsors & Exhibitors Signage

Company logotype recognized as bronze sponsor to be shown on a roll-up with the List of Sponsors & Exhibitors at the entrance of the conference hall.

Presented as Bronze Sponsor at the opening of the Conference

COMPLIMENTARY REGISTRATION

- 1 complimentary full registration fee to the conference incl. conference dinner. 1 Exhibitor badge (inc coffee/lunches).

EXHIBITION BOOTH

SEK 20 000

EXHIBITION BOOTH

- Each exhibition booth measures **4 sqm** (2x2m) and includes a table, chair and electricity. Free Wifi access
- Exhibition space allocation will be made by the Conference organiser.

ADVERTISEMENT

- Inclusion in the List of Exhibitors on the congress website www.icem2020.se (no logo)
- Company name recognized as exhibitor in the Final Program

COMPLIMENTARY REGISTRATION

- 1 Exhibitor badge (inc coffee/lunches)

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.

Confirmation on ordering of extra space will be done when we know more exact number of companies and organisations that has signed up, this will be made in early spring 2020. We will do our utmost to accommodate the need for additional space. Extra exhibition space allocation will be made on a "first come, first served" basis.

ADDITIONAL EXHIBITOR REPRESENTATIVES SEK 1 600

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

The Sponsor & Exhibitor registration fee is SEK 1 600 excl. vat per registration, and includes entrance to exhibition, conference material, lunch, coffee breaks and welcome reception (the conference dinner is not included in this price).

SOCIAL EVENTS

Welcome reception

The Welcome reception will be held on Monday 24th of August. This is hosted by the city of Gothenburg and is free of charge.

Conference dinner SEK 800

A conference dinner will be held at a later announced venue on Tuesday 25th of August and this costs **SEK 800** excl. vat to attend for exhibitor representatives that would like to purchase extra dinner tickets

SPONSOR ITEMS

Available to all Sponsors & Exhibitors

Listed below are other opportunities available for your organisation to support the ICEM 2020 conference. Further information and costs are available upon request. All contributions to the success of this event are highly valued.

Bag Insert - SEK 5 000

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

Advertisement in the Final Programme

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

Full page	SEK 10 000
Half page	SEK 5 000

Chords/Lanyards for Name Badge – SEK 10 000 (available for 1 sponsor)

The name badge attached to a neck chord/lanyard is worn by every registered delegate (approx. 800 pcs). Chords/lanyards will be produced and delivered by exhibitor/sponsor.

Other sponsor opportunities

If you have a suggestion of sponsorship, please don't hesitate to contact us and we will be happy to discuss further.

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. Conditions of payment mentioned on the invoice are valid. All payments must be received in full within 30 days of receipt of the invoice. 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. ICEM 2020 will not accept responsibility for late deliveries, and cannot guarantee the inclusion or distribution of sponsored items at ICEM 2020. 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 2020-04-15. For cancellations received after this date but before 2020-06-15, 50% refund is applicable. 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

Organisations wishing to apply for exhibition space must follow the standard criteria that only products and services in connection to the topic of the conference 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 Conference Organiser can interrupt any kind of promotion, which in their opinion could damage the Conference.

Exhibitor Insurance

The Swedish Exhibition Centre has, in consultation with TryggHansa, come up with a special policy for exhibitors. It is the most straightforward and most advantageous policy for exhibitors on the market. This policy covers all the normal requirements of an exhibitor. Includes third-party liability insurance, an obligatory item for every exhibitor. Exhibitor's goods fully insured during transport to/from the exhibition, including loading/unloading. Goods fully insured at the Swedish Exhibition Centre in connection with exhibition, including unpacking and pack-ing. The insurance policy is valid for exhibitors, registered co-exhibitors and companies represented on the stand.

This insurance policy is obligatory for everyone who exhibits at the Swedish Exhibition Centre.

If you already have an insurance, you can inform Svenska Mässan by letter with proof of insurance.

Building & Technical regulations

For more information regarding build-up rules, utilities and connections, fire regulations, safety, health and the environment, please see, www.monter-service.com

AMENDMENTS TO THE GENERAL TERMS AND CONDITIONS

All matters not covered in these regulations, in general, in the Terms and Conditions, or in other ICEM 2020 publications are subject to the decision and control of the Conference Organisers. The Conference Organisers 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 organiser. These terms and conditions may be amended at any time by the organiser, and all amendments so made shall be binding on Exhibitors/Sponsors equally with the foregoing terms and conditions.

FINAL STIPULATIONS

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

Under these circumstances, the Conference Organisers reserve the right to either retain the entire fee and to use it for a future Conference, or to reimburse the Exhibitor/Sponsor after deducting costs already incurred for the organisation of the ICEM 2020 and which could not be recovered from third parties. Any company that disregards the directives of the Conference Organisers may be excluded from the exhibition by the Conference Organisers with immediate effect. Such companies are liable for the whole rental sum and for all incidental expenses including VAT.

In cases in which the Conference Organisers are indebted to the Exhibitor/Sponsor, the Exhibitor/Sponsor may demand compensation instead of cash payment only with the permission of the Conference Organisers. All oral agreements, special permissions and special arrangements are valid only upon receipt of written confirmation. In all cases of litigation the Exhibitor/Sponsor agrees to submit to the authorised court in Stockholm, Sweden. Electively, the Conference Organisers may choose to appeal to the court into whose jurisdiction the Exhibitor/Sponsor falls. Swedish law is to be used.

SPONSORSHIP & EXHIBITION CONTRACT

International Conference on Electrical Machines 2020

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

Invoice Address

PO. Number (if required)

Postal Code

City

Country

Authorized Signatory

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 100 000
- GOLD SPONSOR** SEK 80 000
- SILVER SPONSOR** SEK 60 000
- BRONZE SPONSOR** SEK 35 000

EXHIBITION:

- EXHIBITION BOOTH** SEK 20 000
4 m² (2x2)
- EXTRA EXHIBITION SPACE**
Subject for availability
SEK 2 500/m²

_____ m² á 2 500 SEK= _____ TOTAL

SPONSOR ITEMS:

- Bag Insert** SEK 5 000
- 1 Full page Advertisement in Final Program** SEK 10 000
- 1 Half page Advertisement in Final Program** SEK 5 000
- Chords/Lanyards for Name Badge (Exclusive to one sponsor)** SEK 10 000

Having signed below, we hereby agree to be a Sponsor or Exhibitor at the ICEM 2020 in accordance with the choices made above and the descriptions, terms and conditions stipulated in the Invitation to Sponsorship & Exhibition

Date

Signature (by Authorized Signatory)

Return this form to:

Email: icem2020@meetx.se

or

Sweden MEETX AB
Ref: ICEM 2020
SE- 412 94 Gothenburg
SWEDEN