

**acforum**  
associations & conference forum

**Annual Meeting 2025**  
16-18 January | Glasgow



# EXHIBITION PROSPECTUS

[www.acforum.net](http://www.acforum.net) | [secretariat@acforum.net](mailto:secretariat@acforum.net)

## AC Forum is the only organisation established exclusively for and by associations

### Who We Are

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AC Forum is a not-for-profit association and the only peer-to-peer platform established exclusively for and by self-managed associations, all of which host large conferences. Through the sharing of good practice and expanding thinking in a confidential environment, members are engaged to advance association leadership and conference management.

Members are associations aiming for excellence in association and conference management. Many members come from the healthcare sector, but membership is open to not-for-profit associations in any sector. Member organisations and their activities, including conferences, must be self-managed and the association must be supranational. AC Forum supports a community working for the benefit of professionals and the sectors they represent and serve.

### Our Goals

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We aim to be the global leader for associations driving innovation and excellence in leadership for impact.

We provide our members with a variety of opportunities to network and exchange experiences in environments that are confidential, trusting and free from commercial influence. All activities are led by members.

We utilise the expertise from among our members and from external experts to deliver quality, cost-effective, needs-led educational offerings that support association and conference leadership, management and innovation.

#### Our purposes are:

- To serve as a platform for communication and networking amongst association executives;
- To enable the exchange of information between members in order to improve the standards of association management and the organisation of congresses and related activities;
- To contribute and work towards better organised associations and congresses;
- To increase the level of professionalism, in-house knowledge and expertise available within associations and association executives.

### What We Do

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- Deliver valuable, meaningful education for our members
- Advance excellence in association leadership
- Facilitate thought leadership, advocacy, and influence for impact
- Build a sustainable, inclusive organisation

## Letter from the Board of AC Forum

Dear Friends,

The AC Forum Annual Meeting focuses on developments in association management and congress organisation. Sessions explore innovation, sustainability, governance, strategy & business development, operations, communication & marketing, and congresses & events and are enhanced by members' case studies sharing experiences, accomplishments and novel endeavours. The education programme is complemented by occasions for networking, building connections, and interacting with exhibitors.

The Annual Meeting 2025 is hosted by Glasgow and we are looking forward to meeting again in this beautiful and friendly city.

The exhibition is a relatively recent addition to the Annual Meeting, and it has had a positive reception from delegates and exhibitors alike. The 2025 Annual Meeting will have a carefully curated, tailored exhibition with exhibitors selected for their compatibility with AC Forum's ethos and values. Fostering a mutually satisfactory relationship with the selected exhibitors is important, so the exhibition will be located in a high traffic area and there is clear time in the programme to allow exhibitors to present their companies and for delegates to interact with exhibitors. What better way to demonstrate what your company has to offer than by exhibiting at the Annual Meeting and having the chance for major associations to meet you in a very relaxed and engaging manner?

Companies and organisations connected with association management and congress organisation are welcome to apply to be considered for the exhibition. We are excited to share this occasion and invite you to apply to exhibit.

Regards,

### AC Forum Board

Ben Hainsworth (EASL), President

Monica Fontana (ERA), Secretary General

Wendy Holloway (ISUOG), Treasurer

Carola van der Hoeft (FIP), Past President

Gwydion Lyn (EORTC), Member

Oliver Wykes (WindEurope), Member

Finola Quinn, Association Manager

## Introduction to the Annual Meeting

AC Forum holds its Annual Meeting in January each year in a different European city. The Annual Meeting is a 2½-day conference which focuses on developments in association management and congress organisation. Contemporary topics and debates are supplemented with case studies to share experiences and innovations. A showcase for a carefully curated selection of exhibitors is an integral part of the event.

### Dates & Venue

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The Annual Meeting 2025 takes place 16-18 January. The event is hosted by Glasgow, and the venue is the SEC.

### Why exhibit at the AC Forum Annual Meeting?

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Exhibiting at the AC Forum Annual Meeting provides a unique opportunity for a company to showcase its products or services to association decision-makers.

The selection of an exhibitor is a mark of AC Forum's commendation. Exhibiting at the event is an indicator of how your brand is trusted and valued. When a strong partner like AC Forum trusts your company for such an important event, it carries great weight with both its members and to the wider events industry.

The exhibition will be located in the coffee break area, guaranteeing traffic past the exhibition. It is expected that approximately 150 staff from AC Forum member organisations will attend the Annual Meeting.

Exhibitors have an unparalleled possibility to acquaint the many member associations with their products or services and to share innovations and new developments. Exhibitors and participants have the chance to have relaxed interactions, unlike the hurried appointments elsewhere, and to build tangible connections.

Exhibitors will also be given the opportunity to present their companies and products/services to participants.

All exhibitors will be acknowledged on the website, in the meeting app, where a description of the exhibitor and their contact details will be listed, and on screens throughout the Annual Meeting.

Exhibiting at the AC Forum Annual Meeting is a commitment but also an excellent opportunity. The company can maximise the occasion to capture the interest of decision-makers in leading associations. The exposure presents real value for money – the impact from exhibiting at the Annual Meeting outweighs other promotional activities that have significantly less direct effect.

Make the most of it!

## Attendance

Every member organisation must attend the General Assembly, which takes place during the Annual Meeting. The CEOs and several staff of member associations attend the Annual Meeting, and we expect around 150 staff from the AC Forum members listed below.

### AC Forum Members

- AMEE: The International Association for Health Professions Education
- Cardiovascular and Interventional Radiological Society of Europe
- EBMT
- European Academy of Allergy & Clinical Immunology
- European Academy of Dermatology and Venereology
- European Academy of Neurology
- European Alliance of Associations for Rheumatology
- European Association for Cardio-Thoracic Surgery
- European Association for International Education
- European Association for Osseointegration
- European Association for the Study of Diabetes
- European Association for the Study of the Liver
- European Association of Nuclear Medicine
- European Association of Urology
- European College of Neuropsychopharmacology
- European Crohn's and Colitis Organisation
- European Federation of National Associations of Orthopaedics and Traumatology
- European Organisation for Research and Treatment of Cancer
- European Renal Association
- European Respiratory Society
- European Society for Medical Oncology
- European Society for Organ Transplantation
- European Society for Radiotherapy and Oncology
- European Society for Sports Traumatology, Knee Surgery and Arthroscopy
- European Society of Anaesthesiology and Intensive Care
- European Society of Cardiology
- European Society of Human Reproduction and Embryology
- European Society of Intensive Care Medicine
- International AIDS Society
- International Association for the Study of Pain
- International Council of Nurses
- International Diabetes Federation
- International Pharmaceutical Federation
- International Society for Microbial Ecology
- International Society of Nephrology
- International Society of Ultrasound in Obstetrics and Gynecology
- International Society on Thrombosis and Haemostasis
- International Union Against Tuberculosis and Lung Disease
- United European Gastroenterology
- WindEurope
- World Physiotherapy

## Exhibiting at the Annual Meeting

The Annual Meeting will have a carefully curated, tailored exhibition on Friday and Saturday at the SEC, with exhibitors selected for their compatibility with AC Forum's ethos and values. Companies or organisations interested in exhibiting at the Annual Meeting must apply to be considered.

### Exhibition Fee

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The cost for exhibition space at the meeting is €5,000 (ex VAT). Each exhibitor will be provided with space of 3m wide with a table and two chairs/stools, and may bring background graphics, publications, etc. to decorate the space.

### Application Procedure & Allocation of Exhibition Space

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Exhibitors will be selected for their compatibility with AC Forum's ethos and values and verified by members. Companies or organisations interested in exhibiting at the Annual Meeting must apply to be considered. Applications for exhibition space may be made using the Application Form.

Applications will be reviewed by the AC Forum Board and exhibition space is not considered as confirmed until the Board's approval has been granted and the payment has been received.

[Application Form](#)

### Acknowledgement

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All exhibitors will be acknowledged on the website, in the meeting app and on screens throughout the Annual Meeting.

### Exhibitor Representatives

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Each exhibitor may have two representatives at the meeting.

Exhibitors may not attend sessions of the Annual Meeting, nor may they attend social events without invitation.

The exhibitor's two representatives may attend at the Gala Dinner on Friday evening. This is strictly a networking occasion only and an opportunity to form connections; it does constitute a sales opportunity.

## Exhibiting at the Annual Meeting *cont'd.*

### Exhibitor Schedule *(tentative)*

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The exhibition will take place on Friday 17 and Saturday 18 January at the SEC. The exhibition will be open from 09.00 to 17.00 on Friday and from 09.00 to 13.00 on Saturday *(tentative)*.

Set up may take place on Friday 17 January, 07.00-08.30 *(tentative)*.

Removal of decorations and equipment may take place on Saturday 18 January from 13.00 *(tentative)*, provided no sound disturbance is caused to sessions.

*Please note that all dates/times are subject to change.*

### Confirmation of Payment Terms

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Once the application for exhibition space has been approved by the Board, an invoice for the full amount will be issued. The exhibition application form constitutes the agreement; it contains the agreement with the terms and conditions of exhibiting at the AC Forum Annual Meeting.

Please note that until the full payment has been received, the exhibition booking will be considered as provisional only.

If full payment has not been received before 1 December 2024, AC Forum will cancel the exhibition space and the cancellation will be subject to the cancellation policy.

### Cancellation Policy

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Notification of cancellation must be sent to the AC Forum Secretariat in writing.

Refunds will be made based on the following schedule:

- On or before 31 October 2024: 100% of the payment will be refunded
- From 1 to 30 November 2024: 60% of the payment will be refunded
- On or after 1 December 2024: No refund will be made

### Compliance with Regulations

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Please note that it is each exhibitor's responsibility to ensure that it complies with AC Forum's meeting rules and regulations, regulations and laws of the host country and the codes of practice of any regulatory body with jurisdiction.

# Exhibition Rules and Regulations

## **Compliance with Meeting and Venue Rules and Regulations**

The meeting and venue rules and regulations must be fully observed by exhibitors, their representatives, contractors and all personnel directly or indirectly engaged. The Organiser reserves the right to demand changes to, or closure of, any exhibition space that does not conform to the rules and regulations. If an exhibitor fails to comply with these rules and regulations, the Organiser reserves the right to reclaim its exhibition space, and all moneys paid by the exhibitor shall be forfeited.

In the case where there is a breach of the regulations on building and decoration of exhibition spaces and/or a breach of technical nature, the Organiser and/or the venue is/are entitled to carry out the necessary procedures to regularise it, which may involve closing the exhibition space. The costs resulting from this corrective action will be charged to the exhibitor.

Once an exhibitor has confirmed exhibition space, it agrees to abide by the rules and regulations, including the payment conditions and cancellation policy.

## **Payment Conditions**

Any request for payment will be accompanied by an invoice from AC Forum. The exhibitor will pay all invoices issued in accordance with the schedule, within thirty days of the date of AC Forum's invoice (or in line with payment terms listed on invoice). Should the application for exhibition space be made close to the time of the meeting, full payment (or proof of full payment) must be received immediately.

Until the full payment has been received, any exhibition booking will be considered as provisionally reserved only.

If full payment has not been received before 1 December 2024, AC Forum will cancel the exhibition space and the cancellation will be subject to the cancellation policy.

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## **Liability for Damages**

Any damages occurring that are the fault of an exhibitor will be charged to that exhibitor. Exhibitors (or their representatives) are liable for any damage or harm caused by their structures, equipment, articles to be exhibited or activities in their exhibition space.

Presentation and distribution of products that can harm other exhibitors or visitors, or that can damage the floor and/or existing constructions is prohibited.

## **Force Majeure**

The Organiser reserves the right to modify dates, time schedules, floor plans and programmes in case of necessity. In case of forcible cancellation of the meeting, the moneys paid by exhibitors shall be reimbursed, less proportional deduction of expenses incurred. Under no circumstances shall exhibitors be indemnified.

## **Exhibition Spaces**

Each exhibitor will be provided with a defined space of 3m wide with a table and two chairs. The exhibitor may erect free-standing background graphics and display literature and other display material. The exhibition material may not be placed outside the defined area of the exhibition space allocated to the exhibitor.

In the case where there is a breach of the regulations on setting up and decoration of exhibition spaces and/or a breach of technical nature, the Organiser and/or the congress venue is/are entitled to carry out the necessary procedures to regularise it, which may involve closing the exhibition space. The costs resulting from this corrective action will be charged to the exhibitor.

The specified set up and dismantling times must be adhered to.

## **Maximum Build Height**

The maximum build height for free-standing elements is 3m. Nothing may be suspended from the ceiling.



## Exhibition Rules and Regulations *cont'd*

### **Exhibitor Activities and Restrictions**

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Exhibitors must confine their promotional activities to the exhibition space. Marketing or promotion of any product and/or service in any part of the exhibition area or meeting rooms by non-exhibiting companies is not permitted.

Distribution of literature, promotional activities, etc. will not be permitted outside the exhibition area.

Exhibitors may not attend sessions of the Annual Meeting, nor may they attend social events without invitation.

### **Audio and/or Visual Disturbance**

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Audiovisual and other devices will be permitted only in those locations and in such intensity as, in the opinion of the Organiser, they do not interfere with the activities of neighbouring exhibitors or of the sessions of the meeting. Sound equipment must be regulated so that it does not disturb neighbouring exhibitors.

The Organiser reserves the right to demand a reduction in the intensity of, or complete cessation of, stand noise that it judges to be excessive or a disturbance to others.

### **Publicity & Advertising**

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All exhibitors must own or be the official representatives of the goods and/or services exhibited in their exhibition spaces. Advertising material and signs may not be distributed or displayed outside the exhibition space.

Advertising that may harm or inconvenience other exhibitors or visitors is strictly forbidden.

### **Subletting**

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Subletting of exhibition space is not permitted.

### **Insurance**

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Each exhibitor is responsible for its own products, displays, and exhibition space, and should take out insurance for the duration of the meeting, transport and storage. The Organiser and the venue shall not accept responsibility for loss of, or damage to, the exhibit or property of an exhibitor or any other person, brought about by fire, theft or any other cause whatsoever.

### **App**

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No exhibitor is permitted to advertise the use of an app in connection with their participation at the AC Forum Annual Meeting, other than the official meeting app.

### **Limitation of Exhibition Agreement**

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The selection of an exhibitor to exhibit at the Annual Meeting does not constitute any partnership or other arrangement between AC Forum and the exhibitor.

Exhibitors may publicise that they will be exhibiting at the AC Forum Annual Meeting. The permitted wording when publicly referring to an exhibitor's exhibition at the Annual Meeting is "exhibiting at", "exhibitor", or similar. Terminology referring to "partnership", "collaboration", "affiliation", "joint venture", "alliance", etc. may not be used. Exhibitors must check with AC Forum before making any public statement if there is any uncertainty around the permitted terminology.

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