

THE ANNUAL VETERINARY CONGRESS EXHIBITION DECEMBER 8th-10th, 2021

Place	Messukeskus, Hall 3, Messuaukio 1, 00520 Helsinki, Finland, as well as virtual platform.
Time	The on-site exhibition will take place in Messukeskus from Dec 8th until Dec 10th. The virtual exhibition will be opened on Dec 1st and it will remain available for at least a month after the event.
Organiser	The exhibition is organised by Fennovet Oy, commissioned by the Finnish Veterinary Association.
Contact person	Tiina Karenius: tiina.karenius@fennovet.fi , tel. +358 9 7745 4814 Minna Partanen: minna.partanen@fennovet.fi , tel. +358 9 7745 4847 Invoicing: Sanna Mikkonen, sanna.mikkonen@fennovet.fi , tel. +358 9 7745 4823
Event website	www.elainlaakaripaivat.fi
Online registration	https://ssl.eventilla.com/elp21expo
Description of the event	<p>The three-day Veterinary Congress is organised as a hybrid event taking into account any official COVID-19 restrictions that might be in effect at the time of the event. The posters will be displayed online only. The on-site lectures will take place in Messukeskus, Hall 3, and they will be streamed simultaneously on the virtual platform.</p> <p>The exhibition stands will be built in Messukeskus, Hall 3, and every exhibitor also has a virtual stand. The virtual platform will be accessible for all the attendees of the event, both for those on-site and those online., i.e. the virtual stands and posters may be seen by everyone. This excludes the virtual stands promoting prescribed medication, only accessible for those who have the right to deliver prescriptions.</p>
Attendance and programme	<p>We are expecting an attendance of around 800-1000 veterinarians and veterinary students for the largest veterinary medicine event in Finland.</p> <p>Upon registration the attendees will choose either the online lectures or the on-site event. If any social distancing regulation applies at the time of the event, this may significantly reduce the number of on-site attendees each day.</p> <p>In case the official COVID-19 restrictions are removed before the Congress, the exhibitors will be allowed to invite guests to the on-site exhibition in Messukeskus.</p> <p>If the on-site exhibition may be open for all veterinary professionals, the access passes will show a text and a colour code to indicate the occupation of the participant. This will make it possible to limit the promotion of prescribed medication to the right audience, either on a specific area of the exhibition or by the exhibitors themselves at their own stands.</p> <p>The virtual exhibition will be accessible for all the attendees of the event, and it will be open for any veterinary professional registered as a virtual visitor. Prescribed medication may be promoted at virtual stands, because such stands will only be accessible for those who have the right to deliver prescriptions.</p> <p>All the attendees (and the personnel of the exhibitors) who have given their permission, are visible on the attendee list of the virtual platform. It will be possible to contact the attendees through this list, using the chat or video meeting services available on the virtual platform.</p> <p>A preliminary three-day programme for the lectures will be published on the event website www.elainlaakaripaivat.fi by the end of June.</p>

Registration and stands

The registration form is already available online: <https://ssl.eventilla.com/elp21expo>

The location of the exhibition stands will be determined by the organiser. The organiser will propose available spaces to the exhibitor, who will select one with a suitable shape and size. Once the exhibitor selects the space, the registration is binding. The participation fee will be invoiced as follows: the registration fee based on the size of the stand, 59 € / m², immediately after the reservation of the stand, and the remaining part of the total fee in the autumn 2021.

Arrangement of the stands will start on June 8th, 2021. The priority will be given to the large stands and partners of the Finnish Veterinary Association or Fennovet.

Exhibition space fees in Messukeskus and on the virtual platform

Fee per m ² € / m ² + VAT 24 %	when registering		
	by Jul 4th	between Jul 5th and Sept 5th	as from Sept 6th
Corner stand or end-of-a-row stand or entire block	485	535	580
Middle-of-the-row stand	470	515	565

The exhibition space fee includes

- exhibition stand in Messukeskus for the three days of the event
- virtual stand as follows
 - basic virtual stand for those who have an on-site space of 14 m² or smaller
 - large virtual stand for those who have an on-site space of 15 m² or larger
- one access pass to the lectures of the Congress, intended for the exhibitor's own use
- access to the digital compendium of the lectures
- listing in the exhibition catalogue published on the event website
- listing in the exhibition catalogue published in the Finnish Veterinary Journal

Pre-build stands

There might be a possibility to book a pre-build stand of 4 m² (2 m x 2 m), including walls, carpet, lighting and power supply. This will be confirmed later, and the location will be defined by the organiser.

Virtual stands without an exhibition space in Messukeskus

The exhibitor may also have a virtual stand only. In this case, the fee for the basic virtual stand is 950 € and for the large virtual stand 1 500 €.

Additional costs, services ordered separately

- Power supply: Finnish Fair Corporation
- Cleaning of the stand overnight: Finnish Fair Corporation
- Stocking or reception of shipments: NIEMI® Tapahtumapalvelut
- Stand structures, furniture and lighting: Finnish Fair Corporation or the exhibitor's own partner
- Content upload of the virtual stand: the organiser

Shared stands

The registered main exhibitor is required to communicate all the necessary information about the additional exhibitors sharing their stand to the organiser. A fee of 200 € will be charged for each additional exhibitor. The details of the additional exhibitors will also be published in the exhibition catalogues.

The main registered exhibitor is responsible for the participation fees of the shared stand.

Exhibition stands in Messukeskus

In order to ensure a safe as well as tidy and uniform overall appearance, each stand must have fixed wall structures. Poster stands, curtains etc. are not considered as suitable walls. The minimum size of a stand is 4 m²; see the map for possible exceptions.

Please read the Finnish Fair Corporation Construction guide as soon as you receive it. If you order structures from your own partner, share this information with them.

Additional advertisement space and special structures must be approved by the organiser. The maximum height of the stands is 250 cm, and any structures that exceed this height or hang over the aisle are subject to an additional advertisement space fee of 940 €, plus the installation fee charged by the Finnish Fair Corporation. The exact spots to hang these additional structures will be defined by the Finnish Fair Corporation.

NOTE: Marketing activities and distribution of flyers outside the stand, as well as use of sound equipment, are prohibited without advance permission by the organiser.

Bringing an animal to the exhibition area may be allowed for demonstration purposes and must be agreed with the organiser when selecting the location of the stand.

Virtual stands The virtual exhibition is organised to categories by industry or sector of activity. Each exhibitor may be visible in more than one category. The exhibitors promoting prescribed medication will be fully visible in the category dedicated to this purpose, but if they do have other products to promote, these other products will be visible in every selected category.

The order of the virtual stands on the virtual platform and inside each category is determined by the size of the stands: the exhibitors with large stands will be shown at the top of the page (similar sizes in alphabetical order), i.e. the basic stands will be listed after the large stands. The basic stands will be listed three in a row, with smaller access buttons, whereas the large stands will be listed two in a row, with bigger access buttons (on mobile devices the stands are listed one by one).

The exhibitors will upload their virtual stand materials onto the platform by Nov 30th. The instructions concerning necessary elements and contents are presented in a separate document.

If the exhibitor wishes to outsource the content production to the organiser, the exhibitor will pay a fee of 85 €/ h for uploading and modifications. In this case the exhibitor shall provide all the material as agreed with the organiser, nevertheless at latest one month before the event.

Interaction All the virtual stands are entitled to a chat channel of their own. The exhibitors may contact the attendees by sending them private messages or having video meetings with them.

The virtual stands consist mostly of similar elements, but the basic stands have a fixed layout and limited options to create contents. The large stands may be customised.

Elements of the basic virtual stand:

- Main image
- Presentation text (limited length)
- Buttons with external links (limited number)
- Contact information
- Additional images (limited number)
- Embedded pdf files (such as online brochures)
- Visitor report after the event
- Limited number of personnel on the virtual platform

Elements of the large virtual stand:

- Main image
- Presentation text
- Buttons with external links
- Contact information
- Additional images
- Embedded pdf files (such as online brochures)
- Embedded videos (such as presentations)
- Video meeting space
- Daily visitor report

Opening times; construction and dismantling times

The exhibition will be open according to the lectures programme; these timeframes will be precised later.

Construction will be permitted on Tuesday Dec 7th from 7am to 10pm.

Dismantling will take place on Friday Dec 10th from approximately 4pm to 10pm.

Note: the exhibitors are not allowed to dismantle the structures, drive any cars inside the halls or block the aisles until all the lectures have ended.

Access passes for the exhibitors

If any social distancing regulation applies at the time of the event, the organiser reserves the right to limit the number of each exhibitor's on-site personnel. The exhibitor access passes are delivered free of charge to the exhibitor's personnel working at the exhibitor's stand during the exhibition. Every member of the personnel will have to register online and have a personal access pass. The link for the personal registration form will be shared later.

Added visibility at the Veterinary Congress

If you are interested in sponsoring pens and notepads or the lanyards, rent an auditorium during lunch breaks or otherwise increase your company's visibility at the Veterinary Congress, please contact us and we will find the ideal solution for you.

Exhibitor events only permitted during the breaks between lectures

It is permitted only for the exhibitors to have events for the audience of the Veterinary Congress in Messukeskus.

If you plan to organise your own events in Messukeskus, please contact the organiser well in advance during the planning phase.

Confirmation of participation and payment terms

Exhibitors shall accept the stand location proposed by the organiser no later than one week after receiving the proposal and pay both the registration fee and the remaining exhibition space fee to the organiser no later than the due dates of the invoices. Penalty interest is charged in accordance with the Finnish Interest Act. If the fees have not been paid by the due dates, access rights to the stand will be returned to the organiser. Exhibitors may not sublease or transfer access to the booth or a part of it without the written permission of the organiser. The organiser shall have the right to refuse participation.

Cancellation terms

Cancellations must be made in writing to Fennovet Ltd. If a confirmed booking of an exhibition stand is cancelled, the exhibitor will be charged for a cancellation fee of 600 €. For cancellations made after July 31st, 2021, the organiser will also charge 50% of the rental fee, in addition to the cancellation fee. Any cancellations of a stand or a part of it made after Sept 6th, 2021 will be charged in full.

If the on-site exhibition in Messukeskus must be cancelled due to official COVID-19 restrictions and only the virtual exhibition takes place, the exhibitor will receive a refund of the difference between the registration fee and the full participation fee. That is, the registration fee is not refundable, but it entitles the exhibitor to the virtual stand in any case.

Communication concerning the organisation of the exhibition and any changes in the circumstances

Upon registration the exhibitor shall name a contact person. The organiser informs this named contact person by e-mail, if there are any changes or other news that might affect the organisation of the event.

All information about the Veterinary Congress and its auxiliary events is available on the event website (mostly in Finnish; a summary page is translated into English): **www.elainlaakaripaivat.fi**. Advertisement banners may be booked on the event website. Materials for the exhibitors and the up-to-date exhibition map will be published on the Fennovet website: <https://www.fennovet.fi/en/annual-veterinary-congress.html>

Prices and VAT

Unless otherwise stated, the prices in this document don't include the VAT, which will be added to the final amount in accordance with current legislation at the time of the invoice.

More information will be available in the autumn. In the meantime we will be available to answer your questions and discuss the event further.

Yours sincerely,

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Materials for the exhibitors: <https://www.fennovet.fi/en/annual-veterinary-congress.html>