

# Information for Exhibitors and Sponsors

## ECU 2004

European Chiropractors' Union Convention

*The Chiropractic Profession:  
Facts and Myths*

20-22 May 2004  
Presidentti Congress Center  
Helsinki, Finland



[www.ecu2004.org](http://www.ecu2004.org)



**European Chiropractors' Union Convention 2004**  
in association with the Finnish Chiropractic Union

**ECU 2004**  
**Helsinki, Finland**  
**20-22 May 2004**

Plan now to participate in the European Chiropractors' Union Convention 2004, to be held at the Presidentti Congress Centre in Helsinki on 20-22 May 2004, co-sponsored by the European Chiropractors' Union (ECU) and the Finnish Chiropractic Union (FCU).

The Convention will be the key chiropractic event in Europe in 2004, comprising the largest international gathering of the chiropractic profession, and attracting traditionally over 300 delegates.

There are only a limited amount of exhibition spaces and sponsorships available so book today for this unique marketing opportunity.

**General Information for Exhibitors and Sponsors**

**Venue and Accommodation**

The convention venue will be the Ramada Presidentti Congress Center in Helsinki city centre. The main convention hotel will be the Ramada Presidentti Hotel which is located in the same building with the convention venue. Other convention hotels are available within walking distance.

**Convention Dates**

The convention will take place on 20-22 May 2004.

**Who are the ECU and FCU?**

The European Chiropractors' Union is a federation of 19 National Chiropractors' Associations. It represents the whole of the Chiropractic profession in Europe on a supranational level. The annual Convention is one of the means for the European Chiropractors' Union to present Chiropractic as a science and a profession. The Finnish Chiropractic Union represents the chiropractic profession in Finland.

**Administration**

The exhibition and sponsorship matters are being co-ordinated through the Convention Secretariat CONGREX ([ecu2004@congrex.fi](mailto:ecu2004@congrex.fi)). See separate file for preliminary exhibition floor plan indicating the exhibition area and spaces available.

**Language**

The official language of the convention is English.

**Who Should Exhibit and Sponsor?**

If your organization has a product or service that is of use to chiropractors and their patients, this convention is for you.

**Convention Programme**

The full convention programme will be available on the convention website [www.ecu2004.org](http://www.ecu2004.org) or through the Convention Secretariat CONGREX ([ecu2004@congrex.fi](mailto:ecu2004@congrex.fi)).

**Recognition**

All exhibitors and sponsors will be recognized in the convention programme book which will be available during the convention. Also additional recognition is available to sponsors. Please see sponsorship information in this brochure.

## Presidents' Invitations

**European Chiropractors' Union**  
**Peter Dixon, DC**  
**President**

*Welcome to Helsinki. One of the great advantages of being part of the Chiropractic profession in Europe is the variety of locations where the ECU conventions are held.*



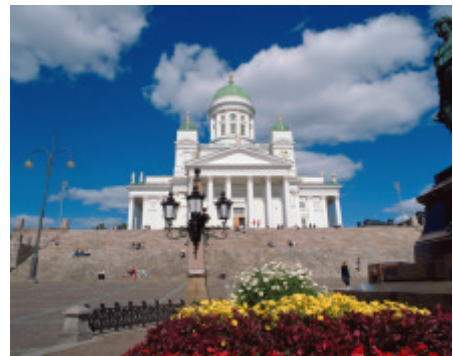
*The opportunity to travel to the great cities of Europe and at the same time develop your knowledge and understanding of the profession and have a chance to socialise with your colleagues from different countries, and cultures, is truly a great privilege. I expect that many of you have never been to Finland, and this is an excellent opportunity rectify that.*

*The academic program has something for everyone, and I hope will enlighten you all in some way. The social program is intriguing, so long as the birch twigs are kept in the cupboard for the sauna evening (!) and I have no doubt that we will all enjoy the whole experience.*

*I look forward to meeting as many of you as possible, and I hope that you enjoy your visit to Helsinki.*

**Finnish Chiropractic Union**  
**Tuomo Ahola, DC**  
**President**

*The Finnish Chiropractic Union is proud to be the host and co-organiser of the European Chiropractors' Union Convention in Helsinki, Finland in May 2004. The ECU Convention has been the most prominent annual Chiropractic event and it takes place now for the first time in Finland. With the help of new recognised institutions the Chiropractic profession in Europe is growing by 10% each year! More other health care professionals than ever before will also join us. This will give you an excellent opportunity to reach the European Chiropractic profession and many of the other practitioners and researchers from related professions.*



*On behalf of the Finnish Chiropractic Union I am delighted to have the opportunity to welcome you to join hundreds of delegates in the heart of the Helsinki city centre.*

## Exhibitor Information

### As part of the ECU convention, each exhibitor will be able to:

- **Exhibit** their products and/or services to the chiropractic professionals.
- **Meet** all participants informally during coffee and lunch breaks and evening events.
- **Gain** a high profile through various sponsorship opportunities.

### Coffee and Lunch Breaks

The coffee and lunch breaks will be located within the exhibition area, giving participants more time to visit your stand.

### Booking of Exhibition Space

To reserve exhibition space, exhibitors should complete the enclosed exhibition and sponsorship form and return it to the Convention Secretariat CONGREX. A deposit payment of 50% of the total amount will be invoiced after the reservation. Payment should be made within 2 weeks to confirm the space reservation. The total payment must be paid by no later than **31 March 2004**. *Please see the Terms and Conditions of Contract attached.*

### Space Allocation

The Convention Secretariat CONGREX has prepared the exhibition floor plan and will book exhibition spaces according to the wishes expressed by the exhibitors as long as possible. Exhibition space will be allocated taking into consideration sponsorships and the submission date of the exhibition and sponsorship form. The exhibitors' will be receiving a confirmation as soon as CONGREX has received the exhibition and sponsorship contract and corresponding payment.

### Exhibition Area

The exhibition stands will be located in the lobby next to the main auditorium and near the smaller workshop rooms.

### Exhibition Hours

Thursday, May 20 from 08:30 to 17:00

Friday, May 21 from 08:30 to 17:00

Saturday, May 22 from 08:30 to 17:00

### Gala Dinner

Exhibitors are encouraged to participate in the social programme, especially the Gala Dinner on Saturday evening. The evening events provide an important networking opportunity. To reserve tickets for the Gala Dinner and other evening events, please contact the Convention Secretariat CONGREX.

### Further information on exhibition and sponsorships can be obtained through the Convention Secretariat:

CONGREX, P.O.Box 81, FIN-00371 Helsinki, Finland

Tel: +358-9-5607 500, Fax: +358-9-5607 5020, E-mail: [ecu2004@congrex.fi](mailto:ecu2004@congrex.fi)

## Sponsorship Information

### Possible Sponsorship Features include e.g.

- Enhanced sponsorship benefits offer opportunities for you and your organisation to be recognised as a partner to all delegates and members of the ECU.
- Complete name and address listing of registered delegates for convention follow-up and important sales leads.
- Complimentary link from the convention website to your organization's website, from the date of financial commitment to June 30, 2004.
- Highlighted recognition in the convention programme book to be available onsite during the convention.
- Two complimentary registrations for the convention. This includes coffee and lunch breaks and the convention material.
- Promotional material (one insert) from your organization can be included in all delegate registration kits.
- On screen recognition between the sessions.
- Use of sponsorship commitment in your organization's advertising during the convention year.
- For additional opportunities, such as exclusive sponsorship of the convention proceedings, gala dinner, registration kits or research poster area, please contact the Convention Secretariat CONGREX.

## Sponsorship Terms

- 50% of the sponsorship is due as the initial payment. This portion is non-refundable.
- Remaining balance due no later than **31 March 2004**.

## Logo

Sponsors are asked to send their organization's name and logo by e-mail to the Convention Secretariat CONGREX ([ecu2004@congrex.fi](mailto:ecu2004@congrex.fi)) electronically in printable format and resolution (min 300 dpi). Please also provide a low resolution logo to be used on the convention website.

## Sponsorship Amounts and Benefits

<b>Sponsorship package</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
<b>Sponsorship amount</b>	<b>500 EUR</b>	<b>1000 EUR</b>	<b>1500 EUR</b>
Acknowledgement in brochures and proceedings	yes	yes	yes
Support acknowledged at opening ceremony	yes	yes	yes
Identified as supporter on the congress website	yes	yes	yes
Insert in congress bags		yes	yes
Company logo on screen in lecture halls during breaks		yes	yes
Hyperlink to company website from the congress website			yes

### **Possible additional sponsorship items (gold and platinum sponsors will have priority of choice)**

Acknowledgements in first announcement
Acknowledgements in final announcement
Acknowledgements in congress programme
Prizes for the best abstracts
Gala dinner
Congress bags
Insert in congress bags
Pens in congress bags
Notepads in congress bags
Lunches and refreshments
Internet service for participants
Poster boards
Social events
Symposia or speaker sponsorship

# Terms and Conditions

## Terms and Conditions of Contract between Exhibitor and the Association

1. Management reserves the right to alter or change the space assigned to the exhibitor. Management further reserves the right, at its sole discretion to change the date or dates of the exhibits or to cancel the exhibits and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the exhibitor to management.
2. The exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of management. Any attempt to do so will result in the immediate cancellation of this contract.
3. The exhibitor shall comply with all rules and regulations as stipulated by management with respect to the exhibit area and the convention and agrees that management's decision to adopt and enforce any such rule or regulation shall be final and binding.
4. The exhibitor is responsible for compliance with all applicable law, bylaw, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the exhibitor so comply.
5. The exhibitor shall indemnify and hold harmless management from and against any loss, injury or damages whatsoever suffered by management as a result of exhibitor's failure to comply with the terms and conditions of this contract or as a result of exhibitor's participation in the convention, including, without limitation, any third party claim against management with respect to loss, injury or damage sustained or suffered by any other exhibitor, the owner of the building, attendees to the convention, and their respective directors, officers, agents and employees.
6. This contract may be cancelled by either party provided that written notice is received by the other by January 31, 2004, in which case all monies paid by the exhibitor will be refunded less the initial 50% deposit per space. If the exhibitor cancels after such date, they will be responsible for the full contract price.
7. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound, and to expel exhibitor or its personnel if, in management's opinion, their conduct or presentation is objectionable to management or to the other exhibitors.
8. Exhibitor's display must comply with all requirements of management and the owner of the building, including maximum height requirements. Exhibitor must provide at least one staff member, to a maximum of two persons per space, to maintain the display during opening hours. Exhibitor agrees to confine its presentation to the contracted space only.
9. All goods shipped to the exhibit site must be clearly marked with the name of the exhibitor and the number of the exhibit space. Goods must not be shipped to the exhibit site for any shipping charges to be paid on arrival and any such goods will not be accepted by management. Management assumes no responsibility for loss or damage to exhibitor's goods or property before, during or after the convention.
10. In consideration of exhibitor's participation in the convention, exhibitor hereby releases management, its directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by exhibitor in connection with its participation in the convention, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of management or otherwise.
11. Exhibitor is responsible for the placement and cost of insurance relating to its participation in the convention. Exhibitor shall carry liability insurance, as well as such additional insurance as may be required by management. Exhibitor agrees to provide immediately to management upon request certificates of insurance pertaining to all policies of insurance carried by exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to management at law or under this contract, management shall have the right to take possession of the exhibit space for such purposes as it sees fit and the exhibitor shall be held liable for the full contract price of the said space.
12. Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the convention. Exhibitor further agrees to remove the exhibit, equipment and supplies from the exhibit site by the final move-out time. In the event of failure to do so, exhibitor agrees to pay for such additional costs as may be incurred by management.
13. Exhibitor will comply with the rules and regulations of any unionized contractors, which may be selected by management to service the exhibitors. Any dispute between exhibitor and any such contractor or union representative will be referred to management for resolution, whose decision shall be final and binding on all parties.
14. Management reserves the right to cancel this contract and to withhold possession of the space or to expel the exhibitor therefrom if the exhibitor fails to comply with any terms and conditions of this contract or the rules and regulations of the convention, in which case exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting management's other rights and remedies at law under this contract as a result of such failure to comply.

## Exhibition and Sponsorship Reservation Form

Exhibitor company name \_\_\_\_\_  
Mailing address \_\_\_\_\_  
City and postal code \_\_\_\_\_  
Country \_\_\_\_\_  
Telephone \_\_\_\_\_  
Telefax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Contact person and position \_\_\_\_\_  
Invoice address (if different from above) \_\_\_\_\_

### Exhibition space booking fee includes:

- An allocated exhibition space in the exhibit area
- One table and chair (if needed)
- Daily cleaning
- Listing in the convention programme which will be available onsite
- List of convention registrants with addresses for post-convention follow-up
- Coffee breaks and lunches for one company representative (exhibitor or sponsor)

I wish to book a space in the exhibition area, number of space (please see separate file for floor plan) \_\_\_\_\_

### Amount to be paid in euros

• Small exhibition space	1,4 m x 2,0 m = 2,8 sq.meters	= EUR 1 000
• Medium exhibition space	1,8 m x 3,0 m = 5,4 sq.meters	= EUR 1 500
• Large exhibition space	1,8 m x 4,5 m = 8,1 sq.meters	= EUR 2 000
• Sponsoring packages		= EUR 500 / 1 000 / 1 500
• Extra exhibitor staff badges	_____ badges x EUR 150,00	= _____
<b>Total amount to be paid</b>		= _____

### Please send this form by airmail or telefax to:

CONGREX, P.O.Box 81, FIN-00371 Helsinki, Finland

Tel: +358-9-5607 500, Fax: +358-9-5607 5020, E-mail: [ecu2004@congrex.fi](mailto:ecu2004@congrex.fi)

## Schedule and Methods of Payment

No booking will be accepted if payment is not included. Deposit payment of 50% will be paid upon reservation and the remaining amount by 31 March 2004. All payments must be made in Euro. Please indicate method of payment below.

### Payment by credit card

Visa and MasterCard are accepted. Please mark if you wish to use a credit card for the payment. \_\_\_\_\_

### Payment by bank transfer

Please indicate if you wish to complete the payment by bank transfer. \_\_\_\_\_

**Bank:** Aktia Bank, Kauniainen, Finland  
**Account holder:** ECU 2004, c/o CONGREX  
**SWIFT Code:** HELSFIHH  
**Account number:** 405529-20104108

The Convention Secretariat CONGREX will send you an invoice and confirmation by airmail upon receipt of the exhibition and sponsorship contract and corresponding payment. No space will be allocated without payment.