



## Exhibitor's Guide

Dear useR! 2015 exhibitor

In this Exhibitor's Guide you will hopefully find most of the information you are looking for regarding your company's booth at useR! 2015 in Aalborg. In case you have any questions regarding the booth (e.g. technical matters) please address these to Else and Pia (contact information on last page). For general questions regarding the conference, programme and other useR! 2015 issues contact Torben Tvedebrink (tvede@math.aau.dk).

## Description of booth

The booths for useR! 2015 all come with the following equipment and specifications:

- rear and 1 meter dividing walls - white HDF (hard plate): thickness 4 mm
- we offer Power Strips (easy-to-remove adhesive pads) for hanging posters on walls
- hooks in four different lengths (5 cm, 25 cm, 50 cm and 75 cm) may be borrowed at the organiser's office
- one socket 230V / 2.000 kW
- spotlights
- wireless internet
- table high/low (diameter 70 cm/height 110 cm)
- square table (76 × 182 cm)
- white tablecloth
- basic chairs
- zig-zag brochure rack

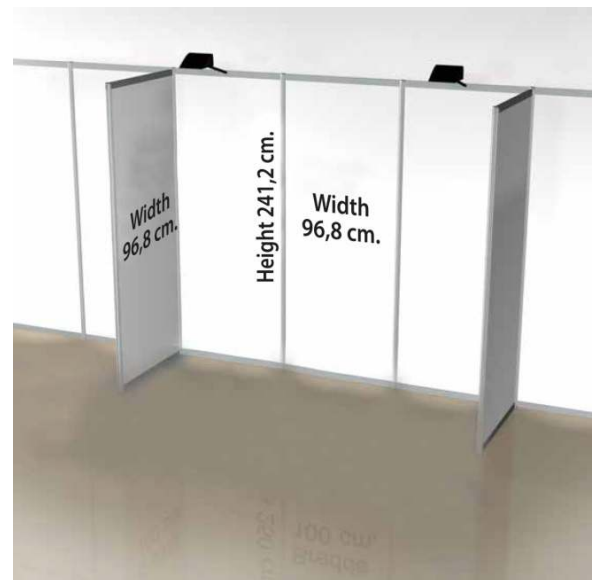
## Booth sizes

**Platinum sponsors:** 8 m<sup>2</sup>: 2 × 4 meters

**Gold sponsors:** 6 m<sup>2</sup>: 2 × 3 meters

**Silver sponsors:** 4 m<sup>2</sup>: 2 × 2 meters

**Bronze sponsors:** 2 m<sup>2</sup>: 1 × 2 meters



Example of a 6 m<sup>2</sup> booth (Gold sponsor, cf. below)

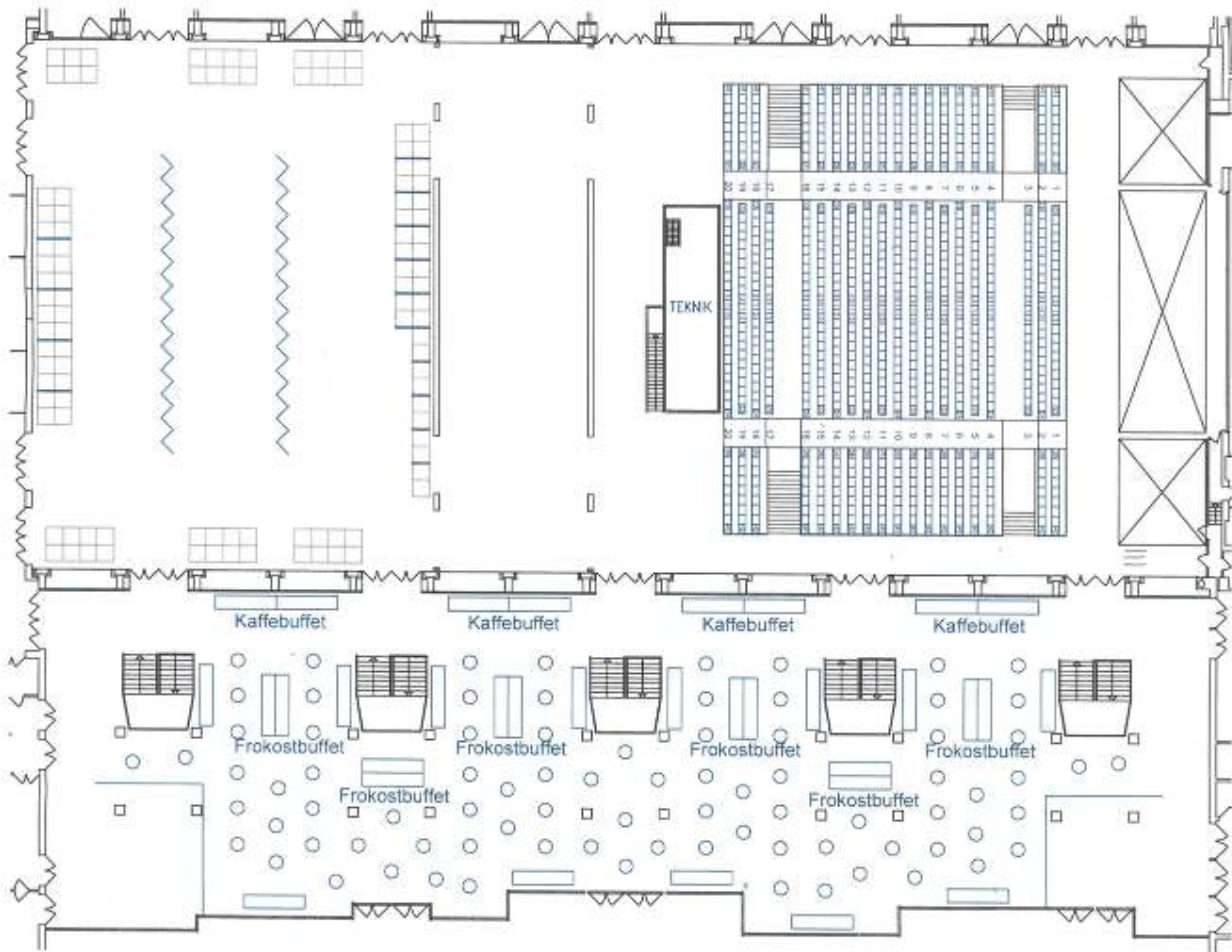




## Location of booths

The exhibition area will be located next to the main theatre hall, where the opening remarks, plenary talks, sponsor session and closing remarks will be given. Also, all breaks during the conference (coffee breaks and lunches) will be served in the foyer next door to the exhibition area.

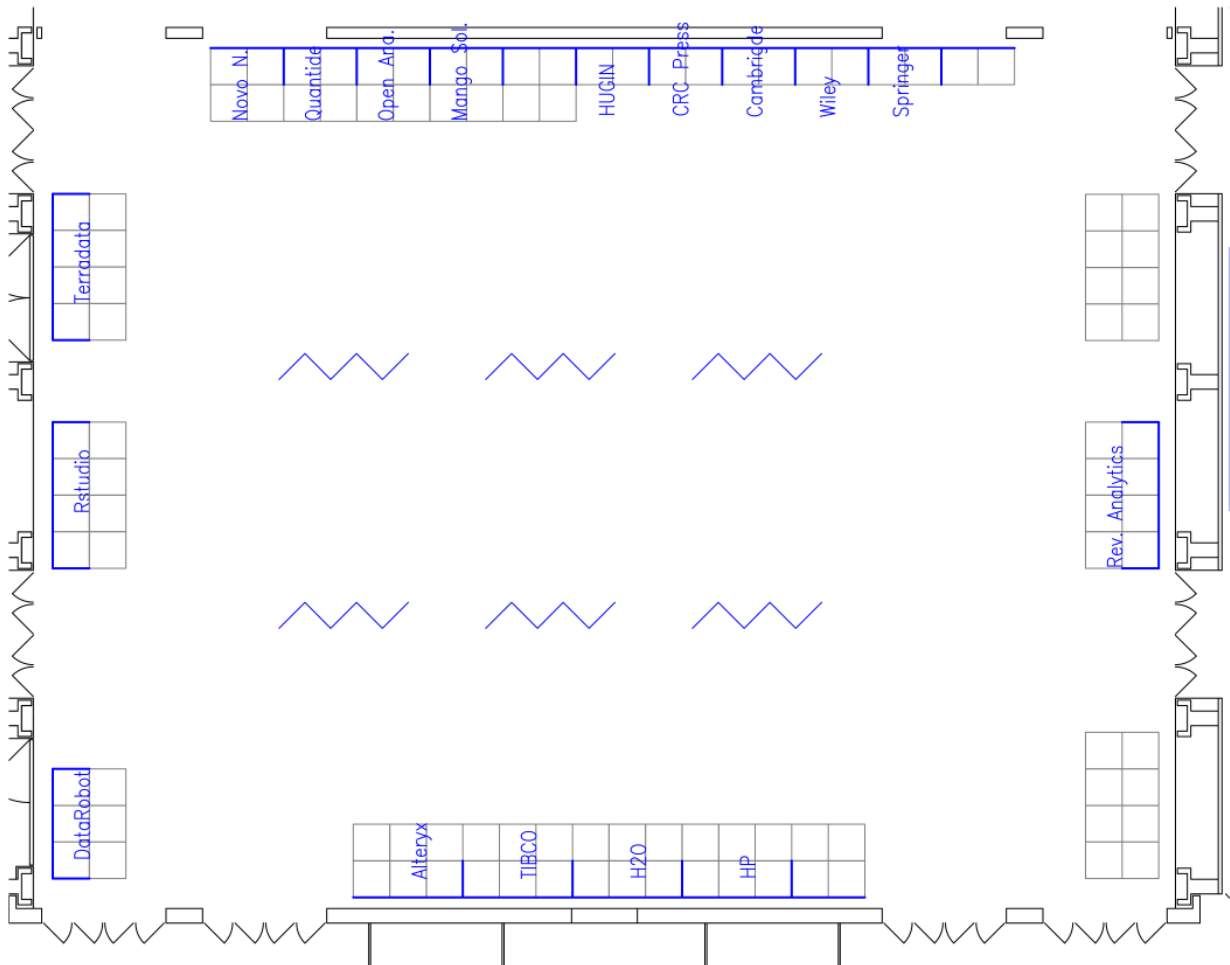
The poster walls for mounting conference posters will be in the same rooms as the booths, meaning that the poster session (Wednesday 18:00 - 21:00, 6pm - 9pm) will take next to the booths. This will allow the participants to engage in discussions with the exhibitors during the poster session.





## Exhibition area

The sketch below shows how the booths might be located in the room. Depending on the status of other sponsors this will be close to the final location at the conference.







## Stand assembly

Tuesday, June 30, 08:00 - 18:00 (8 am – 6 pm)

## Exhibition

Wednesday, July 1 09:00 - 18:00 (9 am - 6 pm) and poster session 18:00 - 21:00 (6 pm - 9 pm)

Thursday, July 2 09:00 - 18:00 (9 am - 6 pm)

Friday, July 3 09:00 - 14:00 (9 am - 2 pm)

## Stand dismantling

Friday, July 3, 14:00 - 16:00 (2 pm – 4 pm)

## Freight

After the useR! conference the venue closes down for four (4) weeks during the summer. Hence, pick up of freight must be arranged for either

- Friday, July 3, 14:00 - 16:00 (2 pm – 4 pm) or
- Monday, July 6, 08:00 - 12:00 (8 am – 12 pm).

## Venue

Aalborg Kongres & Kultur Center  
Europa Plads 4  
DK-9000 Aalborg  
+45 9935 5555 / akkc@akkc.dk / akkc.dk

## Contacts in Aalborg Kongres & Kultur Center

Else Herfort ehe@akkc.dk +45 9935 5518  
Pia Germann pgk@akkc.dk +45 9935 5514

