

Annual Meeting 2026

22-24 January | Gothenburg

EXHIBITION PROSPECTUS



By associations for associations

– advancing association leadership and management

Who We Are

AC Forum is a not-for-profit association and the only peer-to-peer organisation established exclusively for and by self-managed associations, all of which host conferences with over 1,000 participants.

Members are associations aiming for excellence in association and conference management. Member organisations and their activities 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.

Everything we do is guided by our values – integrity, inclusivity, community, collaboration, accountability.

Our Mission: To be the pre-eminent platform for international associations, supporting a dynamic community and inspiring innovation and excellence in leadership and impact

Our Vision: Associations as driving forces of societal progress, envisioning and crafting a progressive future

Our Strategic Objectives

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

Our Goals and Purposes

Deliver valuable, meaningful education, utilising expertise from among our members and from external experts.

Lead the way for associations driving innovation and excellence in leadership for impact

Provide members with a variety of opportunities to network and exchange experiences in environments that are confidential, trusting and free from commercial influence

Serve as a platform for communication and networking amongst association staff in relation to association management and related activities

Enable the exchange of information between members

Increase the level of professionalism, in-house knowledge, and expertise available within associations and for association staff in association management

Contribute and work towards better organised associations

Our Core Topics

- Advocacy, impact, legacy, policy
- Association governance
- Communications & marketing
- Education & content (non-event)
- Event management
- Finance & HR
- IT & technology
- Leadership & association management
- Membership & engagement
- Publishing
- Sponsorship & fundraising

What We Do

Provide a safe space for our members to share knowledge, challenges, successes, and failures

Facilitate networking and connection building between members

Deliver valuable, meaningful education for members

Develop resources to advance excellence in association leadership

Demonstrate thought leadership and influence for impact with external stakeholders and partners

Collaborate with third parties on activities, projects, and issues of interest and benefit to our members

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 2026 is hosted by Gothenburg and we are looking forward to meeting again in this beautiful and friendly city.

The exhibition at the Annual Meeting has had an overwhelmingly positive reception from delegates and exhibitors alike. The 2026 Annual Meeting will showcase a limited number of companies that are aligned with AC Forum's 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 – find more information on the following pages.

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

Oliver Wykes (WindEurope), President-Elect

Gwydion Lyn (EORTC), Member

Nouredine M'ghari (EAACI), Member

Devi Mey (ESOT), 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

The Annual Meeting 2026 takes place 22-24 January. The event is hosted by Gothenburg, and the venue is the Svenska Mässan – the Swedish Exhibition & Congress Centre.

The exhibition will be open on 23 and 24 January.

Why exhibit at the AC Forum Annual Meeting?

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 200 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!

Who can apply to exhibit?

Companies and organisations offering products and services to the associations and meetings industry are welcome to apply.

Applications will not be considered from venues and destinations other than the hosts of the Annual Meeting, or from individuals or entities offering association and/or conference management services, such as PCOs, DMCs, and AMCs.

Introduction to the Annual Meeting *cont'd.*

Attendance

Participants at the Annual Meeting comprises CEOs, managers, and staff of member associations.

It is expected that attendance will be in the region of 200 staff from AC Forum member organisations.

AC Forum Members 2025



Exhibiting at the Annual Meeting

Exhibition Fee

The cost for exhibition space at the meeting is €6,000 (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 & Deadline

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 must be made using the official application form and within the deadline.

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

[Apply here](#)

Deadline: 1 September 2025

Acknowledgement

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

Exhibitor Representatives

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.

Exhibitor Schedule (*tentative*)

The exhibition will take place on Friday 23 and Saturday 24 January at the Svenska Mässan – the Swedish Exhibition & Congress Centre. 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 23 January, 07.30-09.00 (*tentative*).

Removal of decorations and equipment may take place on Saturday 24 January from 13.00 (*tentative*), provided no sound disturbance is caused to sessions.

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

Exhibiting at the Annual Meeting *cont'd.*

Confirmation of Payment Terms

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 2025, AC Forum will cancel the exhibition space and the cancellation will be subject to the cancellation policy.

Cancellation Policy

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 2025: | 100% of the payment will be refunded |
| - From 1 to 30 November 2025: | 60% of the payment will be refunded |
| - On or after 1 December 2025: | No refund will be made |

Compliance with Regulations

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 2025, AC Forum will cancel the exhibition space and the cancellation will be subject to the cancellation policy.

Cancellation Policy

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

Refunds will be made based on the following schedule:

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- From 1 to 30 November 2025: 60% of the payment will be refunded
- On or after 1 December 2025: No refund will be made

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.

Exhibitor Activities and Restrictions

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.

Exhibition Rules and Regulations *cont'd.*

Audio and/or Visual Disturbance

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

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

Subletting of exhibition space is not permitted.

Insurance

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

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

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.

