



acforum
associations & conference forum

Annual Meeting 2027
21-23 January | MiCo, Milan

**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. 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

- Objective I: Deliver valuable, meaningful education
- Objective II: Advance excellence in association leadership
- Objective III: Facilitate thought leadership, advocacy, and influence for impact
- Objective IV: Build a sustainable inclusive organisation

Our Core Topics

- Advocacy, Impact, Legacy, Policy
- Communications & Marketing
- Education & Content
- Governance, Leadership & Management
- Event Management
- Finance
- Human Resources
- IT & Technology
- 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 and management.

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.

AC Forum Board

President:	Oliver Wykes (WindEurope)	Members:	Gwydion Lyn (EORTC)
Secretary General:	Monica Fontana (ERA)		Noureddine M'ghari (EAACI)
Treasurer:	Wendy Holloway (ISUOG)		Devi Mey (ESOT)
Past President:	Ben Hainsworth (EASL)		Finola Quinn, Association Manager

Introduction to the Annual Meeting

The Annual Meeting is a 2½-day conference focusing on developments in association management and congress organisation, held in January each year in a different European city. 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.

Sessions explore innovation, sustainability, governance, congresses & events, operations, communication & marketing, and strategy & business development, 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.

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 at the Annual Meeting has had an overwhelmingly positive reception from delegates and exhibitors alike. Fostering a mutually satisfactory relationship with the selected exhibitors is important, so the exhibition is 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.

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.

All exhibitors are 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.



Introduction to the Annual Meeting

Who can apply to exhibit?

Companies and organisations offering products and services to the associations and meetings industry are welcome to apply. All applications will be evaluated prior to confirming the exhibitor.

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 AMCAs, or from organisations or associations for association professionals.

Attendance

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

It is expected that attendance will be over 200 staff from AC Forum member organisations.

AC Forum Members

AC Forum currently has 52 member associations.



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**](#)

Application closes: 1 August 2026

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.

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.

Exhibitors may not attend sessions of the Annual Meeting or social events without specific invitation or notification from AC Forum.

Exhibitor Schedule (*tentative*)

Thursday 21 January

11.00-13.00 Set up
14.00-17.00 Exhibition open

Friday 22 January

09.00-17.00 Exhibition open

Saturday 23 January

09.00-13.00 Exhibition open
from 13.00 Dismantling

All dates/times are subject to change.

Exhibiting at the Annual Meeting

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 November 2026, 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 30 September 2026: 100% of the payment will be refunded
- From 1 to 31 October 2026: 60% of the payment will be refunded
- On or after 1 November 2026: 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, the rules and regulations of the venue, regulations and laws of the host country, and the codes of practice of any regulatory body with jurisdiction.

Venue

The Annual Meeting will take place at Allianz MiCo Milano Convention Centre. The exhibition will be located on Level 2, South Wing.



Exhibition Rules and Regulations

Compliance with Meeting and Venue Rules and Regulations

These meeting rules and regulations and the venue rules and regulations (https://www.micomilano.it/Sites/MiCo/Download/Technical_Regulations_MiCo_Rev%202026.pdf) 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 or the venue 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.

Eligibility to Apply to Exhibit

Companies and organisations offering products and services to the associations and meetings industry may apply. All applications will be evaluated prior to confirming the exhibitor.

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, or from organisations or associations for association professionals.

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 November 2026, AC Forum will cancel the exhibition space and the cancellation will be subject to the cancellation policy.

Cancellation and No Show 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 30 September 2026: 100% of the payment will be refunded
- From 1 to 31 October 2026: 60% of the payment will be refunded
- On or after 1 November 2026: No refund will be made

Exhibitors that are 'no-shows' at the event will be subject to the full cancellation fee and no refunds will be due.

Subletting

Subletting of exhibition space is not permitted.

Health, Safety, and Regulatory Compliance

Exhibitors are responsible for ensuring that their exhibition space, activities, and all associated personnel comply with all applicable health, safety, and fire regulations.

All materials used on the stand must be fire-retardant and compliant with venue regulations. Emergency exits, fire equipment, and signage must not be obstructed. All electrical equipment must be safe, properly maintained, and compliant with applicable standards (e.g. PAT tested where required).

Exhibitors must submit risk assessments if required by the venue.

Any accidents or incidents must be reported immediately to the Organiser.

Failure to comply may result in closure of the stand.

Exhibition Rules and Regulations *cont'd.*

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.

Exhibitors must be present at their exhibition spaces during the entire opening times of the exhibition.

The specified set up and dismantling times must be adhered to. No dismantling may begin before the official closing time unless authorised by the Organiser.

Maximum Build Height

The maximum 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 or social events without specific invitation or notification from AC Forum.

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.

Exhibitors may use the AC Forum logo in relation to exhibiting at the AC Forum Annual Meeting only with the express permission of AC Forum and in accordance with the AC Forum Brand Guidelines. Any materials produced in this regard must have the approval of AC Forum.

Exhibition Rules and Regulations *cont'd.*

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.

Exhibitors must hold adequate public liability insurance and, where applicable, employer's liability insurance for the duration of the event.

Security

While general venue security may be provided, the Organiser accepts no responsibility for loss or damage to exhibitor property.

Exhibitors are responsible for securing their own items at all times.

Valuable items should not be left unattended.

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.

Data Protection and Privacy

Exhibitors must comply with applicable data protection laws, including GDPR. Personal data collected during the event must be obtained lawfully and with appropriate consent. Data may only be used for the purposes for which it was collected.

In turn, AC Forum will also comply with applicable data protection laws, including GDPR, and will obtain data from exhibitors, including personal data, lawfully and with appropriate consent. AC Forum will collect data from an exhibitor only for the purpose of the smooth organisation of the Annual Meeting and promoting the exhibitor's participation in the event.

Governing Law and Disputes

These rules and regulations shall be governed by and construed in accordance with Austrian law. Any disputes arising shall be subject to the exclusive jurisdiction of the courts of Austria.

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