

KNOWLEDGE FOR GROWTH
2025

EXHIBITOR MANUAL



**KNOWLEDGE
FOR GROWTH**

STATE OF
THE UNION
7 MAY

KNOWLEDGE
FOR GROWTH
8 MAY

**GETTING
READY FOR
A HEALTHY
FUTURE**

knowledgeforgrowth.be

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1. CONTACTS

[Knowledge for Growth](#) is organised by flanders.bio & Medvia, an independent life sciences cluster organisation based in Flanders, Belgium.

They work with external partners. It is therefore possible that you will be contacted by our PCO Medicongress or our booth constructor (Wandman) regarding your order(s).

General contact:

events@flanders.bio

+32 (0)9 241 80 41

1.1 Invoicing

Invoices regarding your booth will be sent by Medicongress. When payment is not received within the terms stated on the invoice, your booth may be reassigned to another exhibitor.

1.2 Conference venue

Flanders Meeting & Convention Center Antwerp (FMCCA)
Koningin Astridplein 20-26
2018 Antwerpen
Belgium

Additional venue information and directions are available on
<https://www.knowledgeforgrowth.be/practical/>



2. GENERAL INFO

2.1 Registration of your delegates

Avoid access issues at the door, by **registering ALL individual delegates** of your organisation, booth staff included.

Your booth and/or sponsorship package includes a specific number of complimentary tickets. Once payment is received, you will be provided with the corresponding number of unique codes to register these tickets.

How to register?

- Proceed to the [registration platform](#)
Your discount codes will be sent to you via email. If you have any questions, please feel free to contact Medicongress at kfg@medicongress.com.

PRACTICAL ARRANGEMENTS PHYSICAL BOOTH

3.1 General setup

Have a look at this floorplan detail to visualise the size of your booth and the number of panels we will use: [click here](#). Any changes to this setup **must be requested** from Medicongress by **28 February** at the latest.

A standard 6 sqm booth is 3m wide x 2m deep (inside measurements: 1m90 deep, 2m90 wide, 2m50 high).

A standard 6 sqm booth has three back panels. Where connected to another booth, there is usually one extra side panel. The total number of panels can vary from three to five.

A standard 8 sqm booth is 4m wide x 2m deep.

A standard 8 sqm booth has four back panels. Where connected to another booth, there is usually one extra side panel. The total number of panels can vary from four to six.

Every booth is equipped with the following items:

- spotlights
- walls (installation & dismantling included)
- wireless internet access
- electricity (1800W - 230V)

If you plan to exhibit heavy machinery or any items that could potentially overload the electrical network, please notify Medicongress in advance so appropriate arrangements can be made. Do **not** exceed the allocated floor space for safety reasons.



3.2 Custom booth design

3.2.1 New design

Send us your design and we will have it printed on the inside of your booth. The cost to have one panel printed = **145,00 EUR** (VAT excl.). Booths consist of **3 to 5 panels**, depending on configuration. (See 3.1)

Non-customised booths are delivered in plain white.

To sign up for printed booth panels you can add to your furniture order via this [link](#). After reservation, you will receive a design template and details on where to upload your print-ready file(s).

Deadline to sign up & deliver your design = 8 April 2025

Supported by:  **wandman**®

When placing your furniture order, please indicate the following:

➔ **Let us know what to do with your custom booth panels after the conference! (also indicate this when placing your furniture order)**

3.2.2 Reuse existing panels

If you already have printed booth panels from a previous event, and wish to reuse them for Knowledge for Growth 2025, please let us know when placing your furniture order. This applies whether you have them stored at your own location or if they are in stock at Wandman's warehouse.

➔ **Let us know what to do with your custom booth panels after the conference! (also indicate this when placing your furniture order)**

3.2.3 Technical specifications for printing booth panels

General Instructions

1. **File Type:** PDF at 1:1 scale.
2. **Design per Side:** Provide a complete image for each side of the booth:
 - 1 for the left wall
 - 1 for the back wall
 - 1 for the right wall

Full Image: For U-shaped booths (e.g., 1m+3m+1m), it is recommended to provide a full image of 5m wide to ensure correct transitions at the corners.

If you want to ensure the correct transitions of the printed walls at the corners, it is recommended to provide a full image of both or all three walls (instead of an image per side). Feel free to contact us to receive the correct template for this full image.



3. **Cutting Lines:** 5mm distance from the net size.
4. **Fonts:** Embedded or converted to outlines.
5. **Colours:** Mention Pantone colours or supply a colour specimen.
6. **Logos and Text:** Minimum 10mm from the cutting edge (net format).
7. **Overprint:** No items in overprint.
8. **Resolution:** 100 dpi or vector.
9. **Small Letters:** Avoid small letters on seams.
10. **File Name:** [Booth number][Company name][Which wall: left/back/right/full].

Deadline

- **Submission of Print-Ready Files:** 8 April 2025.

Contact Information

- Email: kfg@medicongress.com
- Templates: **If you need templates, please contact us.**

3.2.4 Your panels after the conference

What to do with your panels **after** Knowledge for Growth? There are several options:

- **Option 1:** Do not keep the panels = Wandman destroys the panels after the event
- **Option 2:** Recover the panels and store them yourself
 - by taking them with you during dismantling.
 - by collecting them on Monday 27 May or Tuesday 28 May 2025, in 8570 Vichte (no collection or notification = waste bin)
 - by having them delivered to your office or storage. Cost depending on location.
 - **Advantages:** Option to rent or buy the booth later + No storage costs
- **Option 3:** Keep the panels in storage for €250/year (invoicing via Wandman)
- **Option 4:** Keep the panels at Wandman's storage + participate in at least 4 other events per year with your Wandman booth
 - Quotation via Wandman for rent and placement of your stand at the relevant events
 - **Advantages:** Panels no longer have to be bought again + No storage costs
- **Option 5:** Buy the exhibition stand for the office, your showroom, or other events
 - Quotation via Wandman for the purchase of frames and connectors
 - **Advantages:** Multi-deployable Exhibition stand and completely under your own management + Panels no longer have to be bought again

This information was also requested when ordering the furniture, so it should have already been provided. If there are any changes, please notify us at kfg@medicongress.com.



3.3 TV screens

3.3.1 TV screen on the panel

If you wish to include a built-in 43-inch TV in your booth, please add it to your furniture order.

The cost for a TV = **255,00 EUR** (excl. VAT).

Deadline to sign up = 28 February 2025

3.3.2 TV screen on foot

If you wish a 49-inch TV on foot in your booth, please add it to your furniture order.

The cost for a TV = **265,00 EUR** (excl. VAT).

Deadline to sign up = 28 February 2025

3.4 Furniture

The standard Exhibitor Package does **not** include furniture. Furniture can be ordered via this [link](#).

Deadline to sign up = 28 February 2025

3.5 Setting up your booth

All booths should be set up and ready on Thursday 8 May by 08:00 AM.

You can set up your booth on Wednesday 7 May from 10:00-16:00.

Exhibitors who wish to bring along small materials, such as roll-up banners or a box with folders, can best bring this via the main entrance.

Those who are setting up larger items or constructions can book a time slot at the loading dock: Carnotstraat 12, 2060 Antwerpen. The loading dock is available for use only on Wednesday.

Info on how to book your time slot is available via this [link](#).

Important!

- There is **no** parking available in front of the venue. See 3.12 for info on parking. Vehicles parked incorrectly will be towed by local authorities.
- There is **no** parking available in the Carnotstraat near the loading dock. Vehicles parked incorrectly will be towed by local authorities.
- The loading dock is **only** a loading & unloading zone; parking is not possible here.
- We cannot guarantee access to the loading dock without a scheduled time slot.
- Neither the organiser nor the venue can be held liable for any costs resulting from unauthorized or illegal parking.



3.6 Dismantling your booth

All booths must be dismantled on Thursday 8 May, by 21:00 CEST at the latest.

The exhibition closes **after** the last coffee break (15:00-15:30).

This way, you can empty your booth during the last sessions (15:30-16:30) & the plenary session (16:30–17:00), and still join us for the closing reception (17:00-18:00, free for all).

Please respect the above timeframe. Any items left at the venue after these hours will be considered waste and thrown away at your expense.

3.7 Shipments

All deliveries must be communicated at least three weeks before the start of the event.

We kindly request that **deliveries** be sent via courier on the event's construction day (Wednesday, 7 May), as storage space must be rented for any deliveries arriving before this date.

Exhibitors may make walk-in deliveries on Wednesday, 7 May 2025, between 10.00 and 15.00 hrs. However, as the venue is in a pedestrian zone, exhibitors should deliver stands via the public parking area, not at the entrance.

Collection is available on Thursday 8 May from 17:00 CEST. Storage space must be rented for goods collected on Friday or later.

Always add a **contact person, name of the event & your booth number**.

Delivery address: Address: Carnotstraat 12 – 2018 Antwerpen – Belgium

The entire city centre of Antwerp and Linkeroever are a Low Emission Zone (LEZ). The most polluting cars are no longer welcome in the city.

Always check your vehicle with the check tool

<https://www.slimnaarantwerpen.be/en/LEZ> before entering the LEZ. Direct deliveries with vehicles to the venue are restricted.

Those who planning to deliver **larger items** or constructions can book a time slot at the loading dock: Carnotstraat 12, 2060 Antwerpen. The loading dock is available for use only on Wednesday.

Info on how to book your time slot is available via this [link](#).

3.8 Storage

There is **no storage** space included in your booth. A free cloakroom is provided at the exhibition venue. In case you need to store booth materials before, during or after the exhibition, please contact Medicongress **at least three weeks before** the exhibition for rates and details.

Neither Medicongress, the conference venue, nor the organizer can be held responsible for any lost items.

3.9 Virus safety

Exhibitors and their colleagues must, at any time before and during the conference, follow up on the below safety guidelines, as well as any other additional guidelines communicated after reception of this manual via writing or on-site.

1. If you **feel sick, stay at home**, and do not put others at risk.
2. **Cough or sneeze into your elbow** or a tissue.
3. Regularly **wash your hands** with soap or disinfectant.

3.10 Fire safety

Fire hydrants and fire extinguishers must always be accessible without difficulty and without moving objects. Take this into account when setting up your booth if you are close to a fire exit or fire extinguisher. Please stay within the provided dimensions of your booth.

3.11 Catering

Catering points are dispersed over the conference venue. **All catering is included** and available to all participants and exhibitors. Striving to keep our impact on the planet as low as possible, we choose to offer at least 80% vegetarian dishes and to select seasonal and regional products.

Do you wish to offer additional booth catering? Please contact Medicongress.

All catering requests/orders must be sent Medicongress at least three weeks before the exhibition. **No external catering is allowed without prior permission.**

3.12 Parking

FMCCA does **not** have a car park. We recommend you to have a look at knowledgeforgrowth.be/practical/ for details on how to reach the venue and where to park.

We encourage everyone to **come by bike or public transport** to lower your ecological impact. The venue could hardly be closer to Antwerp Central Station!



3. PRACTICAL ARRANGEMENTS VIRTUAL BOOTH (Conference app)

4.1 Timing

Your booth information will be available in the event app and on expofp (floorplan).

You will receive a link to the app by the end of February. We will input the information you have already shared with us through the platform for ordering your furniture.

Make sure that your virtual booth is fully set up **by Tuesday 8 April**, when your page gets published, as participants might already browse through the virtual exhibition. Starting that same Tuesday, the partnering module opens on the same platform where attendees can connect with your virtual booth. For optimal results, we recommend being available and actively reaching out.

4.2 Exhibitor Center

The Exhibitor Center allows you to increase your event visibility, manage the content attendees will see, and maximize your return on investment.

You can:

- Manage and update your company profile visible by attendees
- Gather all new contacts of your team members and export them in a single Excel file
- Promote your offers or services to potential leads (optional)
- Reply to meeting requests to your company, and manage meetings of your team
- Keep track of your team's leads and success at the event

Have a look at [this video](#) from an attendee perspective. Download [this Exhibitor Guide](#) by Swapcard for additional information on the Exhibitor Center.

4.3 Size & dimensions

- Banner image*: We recommend using a 1200*675px (16:9 ratio) image, no larger than 1MB.
- Video banner*: YouTube or Vimeo links, can be live or not.
- Logo: We recommend using at least a 400*200px (2:1 ratio) image, no larger than 1MB.
- Description: text, no limit
- Social media: IDs only (usernames)
- Documents: Link or file (pdf, doc, docx, ppt, pptx, png or jpg) + name (+optional description)

At the top of your profile you can choose to show a banner image **or a video. You can switch between both options during the conference.*



4. CONFERENCE PROGRAMME

- Traffic at your on-site booth will be highest during catering moments on Thursday 8 May.

A detailed programme of the convention will be available on <https://knowledgeforgrowth.be/programme/> in due course.

5. DISCLAIMER

The organiser keeps the right to update the Exhibition Manual as needed. The organiser cannot be held liable for any losses incurred by these changes or for unintentional errors in the information provided above. The organisation has the right to make any changes in the exhibition spaces already assigned if this happens to be necessary for organisational reasons, without giving the participant the right to claim compensation for any damages, regardless of the circumstances. Our primary concern is the safety and well-being of all attendees.

Download our complete Terms & Conditions via [this link](#).