

Practical info for sponsors to Kirurgveckan 2021

Updated 2021-06-29

Time plan

We are planning to open up the event for delegates about two weeks before Kirurgveckan opens and wish that all stands are built and finalized by **August 1**.

To be submitted to Traveko

- A list with all staff who require log in to the platform (see below) – as soon as possible
- Completed form with your product groups (see below) – as soon as possible

Support

Exhibitor support is available by contacting support.kirurg2021@appinconf.com (Monday-Friday 08.00-17.00)

For general questions regarding your participation, please contact bo.magnusson@travekoscandinavia.se

Information to ALL sponsors

Creating an account for the exhibitor portal

Below you will find information for creating an account for your company to get access to the exhibitor portal in order to "build" your digital stand. (Access is given to the person you have notified Traveko is the contact for practical information.) Note: It may take up to 24 hours before your email address is registered on the platform after your booking.

[Video tutorial in English >>](#)

To create your account go to <https://virtual.appinconf.com/register> and register with your email address. It is important that you use the same address given to Traveko. When you have opened the platform enter conference code **kirurg2021** and click on "skicka förfrågan"/send request.

Once you are logged in, go to your stand by clicking on your name top right and further to "Min deltagarprofil"/My profile. And after that "Besök utställaren"/Visit the exhibitor. Now you are inside your digital area and to edit your stand you click on "Redigera symbolen"/Edit the symbol in the top right-hand side corner.

Your stand is available for delegates during the entire meeting and we recommend that you have at least one representative present at all times. Times for staffing the stand are Monday-Thursday 9-17 and Friday 9-15, but you have access to the stand both before and after these times. You can have meetings on your stand whenever you want during the five congress days.

Before the program starts in the morning as well as during coffee and lunch breaks delegates will be encouraged to visit your stands. Therefore we ask you to be present on the stand during these times. [Please see the program here >>](#)

As an exhibitor you also have access to all the sessions during the event.

Sponsor videos

(This is a separate heading on the platform)

Updated information

All videos you upload in your e-stand will also be visible on the platform under the heading "Sponsor Videos", where they can be viewed by everyone who has a log in to Kirurgveckan from when it opens before the meeting to when it closes (2-3 months after the meeting has finished). The material should be in format MP4 (4000kbps, 1920x1080px, 720p alternatively 1080p). We ask that all videos are uploaded by August 1. Max 2 x for Silver sponsors, 3 x for Gold sponsors and 4 x for Diamond sponsors.

Log in to your e-stand for further representatives

To be able to log in as a sponsor representative, you need to notify us who should have such access. This is done in the following [Excel sheet](#) by listing name, company and email address. Return to bo.magnusson@travekoscandinavia.se as soon as you can. You can add more along the way and also make replacements later.

When we have received your representatives' details, everyone will be sent a log in.

The number of passes included are 4 for Silver, 8 for Gold and 12 for Diamond. If you want more log ins, please contact Bosse.

Register of product groups

In order for our delegates to find the suppliers who offer products and information that interests them, a product group register will be included on the Sponsor Page on the digital meeting platform. They will be presented in a drop-down menu.

We ask you to let us know in the following [Excel document](#) which product groups are relevant for your company **no later than June 15**. Please email the document to info@travekoscandinavia.se If you do not wish to be included in the register, please let us know.

Note that you cannot add your own product groups under “Other” since they will not be searchable.

The plan is for a product group register to be available at Kirurgveckan in the future and with your help we will develop and improve it over the years. If you have any questions, get in touch with me.

Banners for marketing your participation

Market your participation by using our banners on your website, in newsletters, email signatures etc. Link to www.kirurgveckan.se. Let us know if you want to have the banners in a different size or format.

[Banner 110x400 px](#)

[Banner 250x250 px](#)

[Banner 468x120 px](#)

Logotype and website/link

All sponsor logos are included on www.kirurgveckan.se with a link to your website. This will be done as soon as we get them from you. Please send logo and link to info@travekoscandinavia.se

Possibilities for our sponsors to visit clinics during Kirurgveckan

We have sent a list with our sponsors’ contact persons to all clinics who have booked a clinic participation pass for their entire staff in order for them to get in touch with you and invite you if they wish.

The association will ask their members who are clinic managers not to invite other than our sponsors during this week. If you have any questions regarding this, please contact bo.magnusson@travekoscandinavia.se

For Diamond och Gold sponsors

Intro film to the scientific seminars

Updated information

As a Diamond or Gold sponsor you have the opportunity to connect an intro film to up to three selected seminars during the week. These should be 45-60 sec, similar to a commercial. The material should be in format MP4 (4000kbps, 1920x1080px, 720p alternatively 1080p). This is also an opportunity to invite delegates to your e-stand. Please list up to five seminars in priority order in the following [Excel document](#) and send this to bo.magnusson@travekoscandinavia.se no later than August 1. You will then be allocated max three seminars to introduce. You upload your films via a Google Drive link, which you will receive from Traveko by email.

For Diamond sponsors

Sponsor seminars

Updated information

Your seminar will be published in the program with title, speaker and "Presented by *company name*". In the program on the Kirurgveckan website and the program page a short title will be presented. Inside the seminar a more extensive text and longer speaker title can be published. Please send us the short title as soon as possible as it will be included in the program. The deadline for the extensive text is August 1. All materials should be in format MP4 (4000kbps, 1920x1080px, 720p alternatively 1080p) and not be longer than 30 minutes. You upload the pre-recorded video on the platform yourself. If you want to send a live seminar, please contact Bosse as soon as possible on bo.magnusson@travekoscandinavia.se

Upload your video by August 1

If you have already recorded your video you can check out the uploading instructions [via this link](#)

Create an account by going to <https://virtual.appinconf.com/register> and register with your email address. Once you have accessed the platform, enter the conference code **kirurg2021** and click the button "Request to join".

Pre-recorded video instructions

See tips on how to create your video [here](#). The video format is MP4, with resolution 720p, 4000 kbps, and in landscape format (16:9).

Also, try to make your pre-recorded video as close to the assigned length as possible.

Title and speaker – more information

Info and bios of the speakers can be added where the seminar is presented. Send your text to support.kirurg2021@appinconf.com before August 1.