



# EMS2025 STOCKHOLM

STOCKHOLM WATERFRONT CONGRESS CENTRE | June 2-4, 2025

EXHIBITION  
& SPONSORSHIP  
PROSPECTUS



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## WELCOME TO BEAUTIFUL STOCKHOLM AND THE EMS2025 CONGRESS, 2-4<sup>TH</sup> JUNE 2025!

We are excited to welcome you to Sweden, Stockholm and the European congress for pre-hospital emergency care: EMS2025. Since the first event held in Copenhagen in 2016, the EMS congress has put the spotlight on prehospital emergency care and its importance. Our next congress EMS2025 offers a high-quality scientific programme and unique opportunities for learning and collaborating with colleagues in EMS from around the world. The event will be held in the city centre, at the Waterfront congress centre in beautiful Stockholm, over 3 days from Monday 2nd of June to Wednesday 4th of June 2025.

### Key highlights for EMS2025 include:

- Patient safety
- Quality improvement
- Advances in resuscitation science
- Trauma care
- EMS Championships
- Disaster preparedness

The EMS2025 Congress is hosted by the European Association of EMS, the Stockholm Region and the Emergency Medical Services of Stockholm together with the Swedish Resuscitation Council and FLISA. EMS2025 offers a forum for healthcare professionals from around the world to come together to share their latest research, best practices and innovations in prehospital emergency care.

The congress will feature a variety of presentations, workshops, and networking opportunities. Besides the official scientific program, the social program offers a unique banquet in the traditional city hall (home to the Nobel Prize giving ceremony) and morning runs around old town with the royal castle, alongside all of Stockholm's other sights.

We look forward to seeing you next year in June, for EMS2025, probably the best season to visit Stockholm. Save the date and keep an eye on [emscongress2025.org](https://emscongress2025.org) for the latest updates.

Remember, it still takes a system to save a life.

### A warm welcome!

**Patrik Söderberg**, MD. Chief Medical Officer Stockholm prehospital emergency care, Sweden and the European Association of EMS.

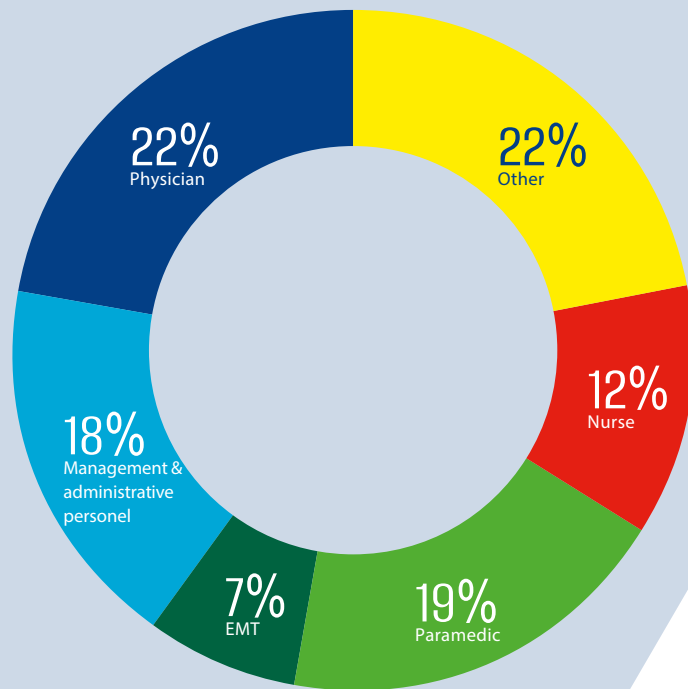
**Freddy Lippert**, MD. International Chief Medical Officer at Falck, Associate Professor, University of Copenhagen, Denmark and the European Association of EMS



# WHO ATTENDS: QUICK FACTS

The European Emergency Medical Services Congresses in Copenhagen and Madrid were extremely successful and brought together up to 1 400 physicians, nurses, paramedics, emergency medical technicians and medical dispatchers, EMS leaders, and managers in emergency medical services and pre-hospital care from 57 countries around the world.

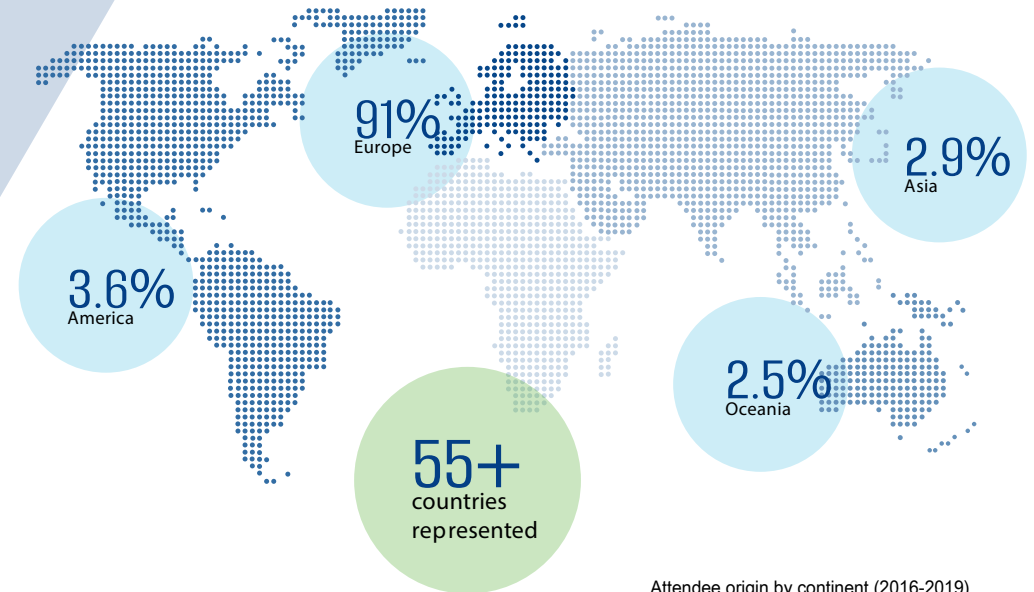
## PROFILE OF PARTICIPANTS



94% of our participants want to return year after year to be part of the interactive, hands-on and high-quality scientific program as well as the social interaction with colleagues from across the world. The expectation is that 1 500 plus participants will attend EMS2025 in Stockholm.

## INTERACT WITH PARTICIPANTS FROM AROUND THE WORLD

We are proud of the inclusive, varied and hands-on approach that the European EMS Congress has established for learning. This also applies to the exhibition area where **exhibitors are encouraged to make their stands interactive with a focus on learning and discussion**



Attendee origin by continent (2016-2019)

# REASONS TO ATTEND

 **22 HOURS**  
OF LEARNING

 **80+ RENOWNED**  
SPEAKERS

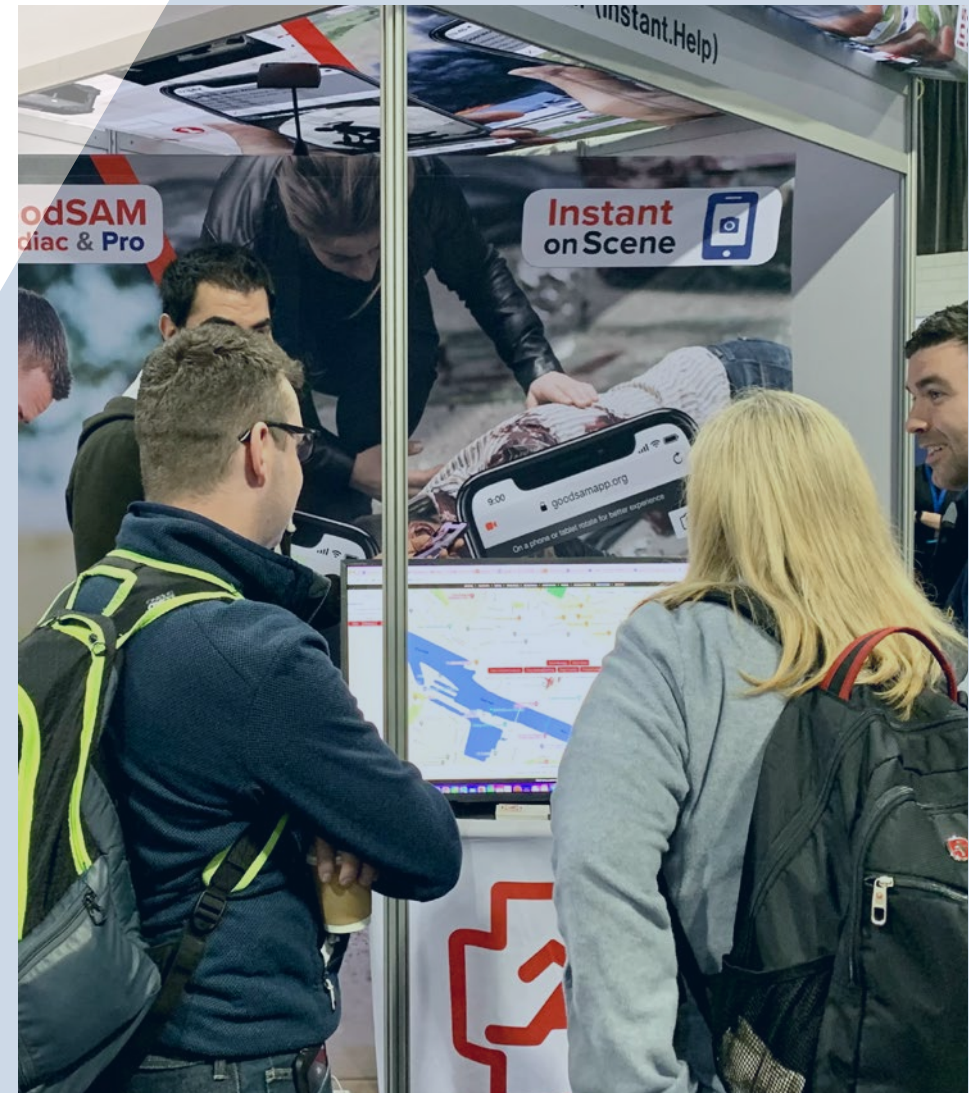
 **8+ HOURS**  
OF NETWORKING

 **EMS CHAMPIONSHIP**  
THE EUROPEAN EMS EVENT OF THE YEAR

**BUILD LASTING RELATIONSHIPS  
WITH KEY DECISION MAKERS**

**INCREASE THE VISIBILITY  
OF YOUR ORGANIZATION**

**HIGH LEVEL OF PARTICIPANT  
INVOLVEMENT**



# SPONSORSHIP OPPORTUNITIES

EMS2025 is expected to attract about 1 500 plus participants from all over the world. As a sponsor you will have excellent opportunities to promote your latest products and services and interact with participants.

The sponsor packages can be tailored to suit your needs and style. Additional exhibition space can be purchased for SEK 5 000 per square meters, subject to availability. Additional exhibitors can register for SEK 3 000.

*All prices are expressed in SEK and are exclusive of VAT.*

*Exhibition space allocation will be made by the congress organiser on a "first come, first served" basis (based on signed agreement). Gold, Silver & Bronze sponsors will have priority. The floor plan will be ready during the spring 2025, when we have most companies signed and we can optimise the space.*

## GOLD SPONSOR SEK 300 000

(approx. EUR 26 000)

- 12 square metres (3x4) exhibition space including a table, chair and electricity
- Sponsor newsletter one week prior to the congress
- Advertisement in banner carousel in congress app
- Digital advertisement on screens at venue
- Logo exposure in exhibition and networking areas (in a group of logos)
- Company logo on the congress website
- Announcement of sponsorship on website and social media when contract signed
- Logo exposure in the congress app
- Logo exposure during opening and closing ceremony
- Registration for the congress (6 persons)

## SILVER SPONSOR SEK 205 000

(approx. EUR 18 000)

- 6 square metres (3x2) exhibition space including a table, chair and electricity
- Digital advertisement on screens at venue
- Logo exposure in exhibition and networking areas (in a group of logos)
- Company logo on the congress website
- Announcement of sponsorship on website and social media when contract signed
- Logo exposure in the congress app
- Logo exposure during opening and closing ceremony
- Registration for the congress (4 persons)

## BRONZE SPONSOR SEK 135 000

(approx. EUR 12 000)

- 4 square metres (2x2) exhibition space including a table, chair and electricity
- Logo exposure in exhibition and networking areas (in a group of logos)
- Company logo in exhibitor lists on the congress website
- Announcement of sponsorship on website and social media when contract signed
- Logo exposure in the congress app
- Logo exposure during opening and closing ceremony
- Registration for the congress (2 persons)



# EXHIBITION

The exhibition will be a focal point of the congress. The programme is structured to optimize the opportunity for the participants to visit the exhibition and interact with you as an exhibitor and/or sponsor. The congress offers exhibition stands conveniently located next to the session rooms. Coffee and lunch are served in the exhibition area.

*Exhibition space allocation will be made by the congress organiser on a “first come, first served” basis (based on signed agreement). Gold, Silver & Bronze sponsors will have priority. The floor plan will be ready during the spring 2025, when we have most companies signed and we can optimise the space.*

The standard stand size is 4 square metres and the standard rental fee is SEK 75 000 ex VAT.

Additional exhibition space can be purchased for SEK 5 000 per square metre ex VAT, subject to availability. Additional exhibitor registrations can be purchased for SEK 3 000 ex VAT.

All exhibitors and sponsors receive a number of free registrations.

## **One full registration entails:**

- Free access to all sessions
- Free access to the exhibition area
- Free lunches, snacks and coffee during breaks

## **The stand rental includes:**

- Floor space
- 1 table, 1 chair and electricity
- Company name in exhibitor lists on the congress website
- Logo exposure in the congress app
- Wi-Fi
- Registration for the congress (1 person per 4 square metres).

Showcasing ambulances and other EMS vehicles is possible outside the Congress venue. The price for a European size ambulance is SEK 60 000 ex VAT.



# MARKETING PROMOTIONAL OPPORTUNITIES

Marketing promotional opportunities are a great way to get noticed by participants at EMS2025. You have invested time, effort, and money in getting your company to EMS2025, now you need to make sure your customers and prospects can find you.

We have many opportunities which will help your company to stand out from the crowd! We can provide you with creative and exciting ideas which will capitalize on your marketing objectives as well as meet your budget needs.

Contact us to discuss your goals and we will put together a customised promotional package just for you – or have a look at these opportunities.

## Additional sponsorship opportunities

Conference bag sponsor (exclusive)

Contact for further information

T-shirt sponsor (exclusive)

Contact for further information

Water bottle sponsor (exclusive)

Contact for further information

Logo on Lanyards (exclusive)

SEK 80 000

## Program

EMS Championship support sponsor

Contact for further information

*All prices are expressed in SEK and are exclusive of VAT.*



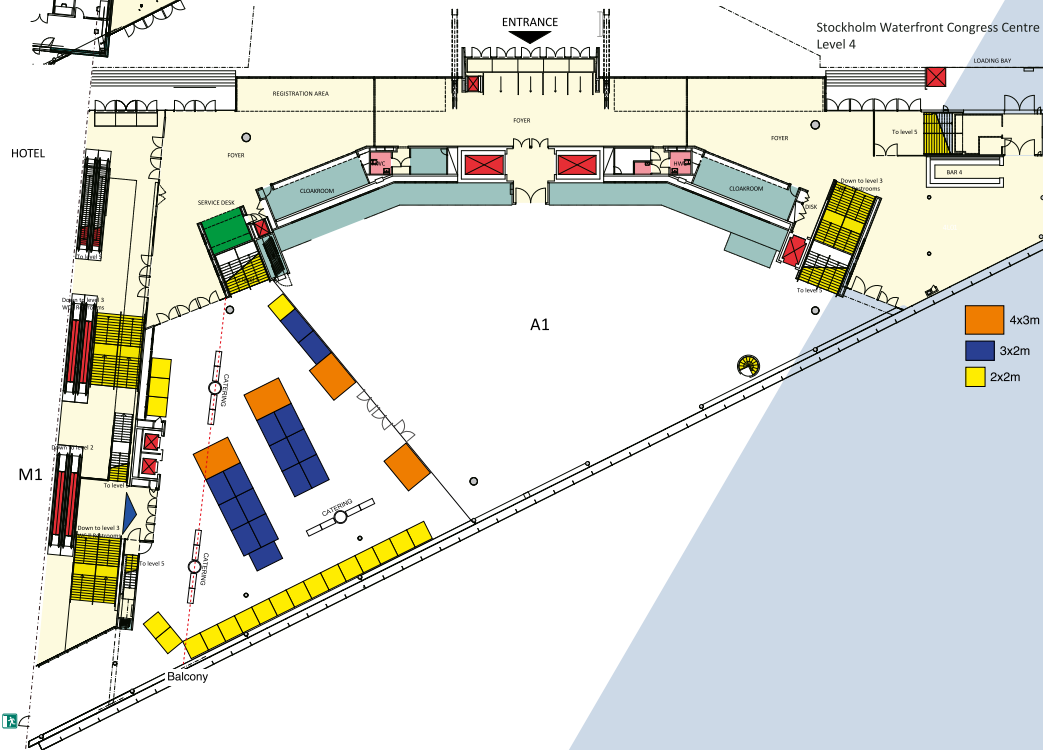


# VENUE & PRELIMINARY FLOOR PLANS

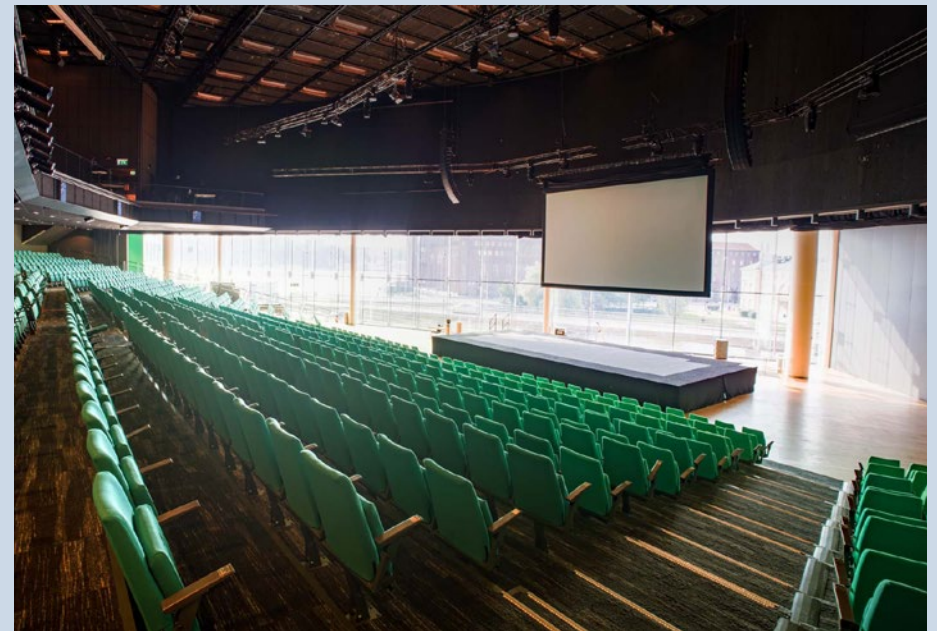
Stockholm Waterfront Congress Centre  
Level 2



Stockholm Waterfront Congress Centre  
Level 4



**Stockholm Waterfront Congress Centre:** "In creating one of the world's most spectacular venues, in one of the world's most spectacular cities it's been our very clear ambition to bring equal measures of passion and professionalism into the equation. Ultimately, everything we do is about ensuring that our client's events are something out of the ordinary. From the outset, we have adhered to the principle that anything is possible and that even the smallest details matter – in everything from how the building is constructed to how we welcome our clients and their visitors."



# PROMOTION AND MEDIA

Your company's contribution to EMS2025 is paramount to its success! As organisers, we are here to help you become a partner and to ensure that you maximize your investment. To help promote the congress all sponsors and exhibitors will receive the following:

- Flyers to share with your contacts
- EMS2025 banners to use in your email
- EMS2025 logo to use in your email marketing campaigns, on your website, and in other promotional materials

We hope you will:

- Inform your contact database of your participation in the event via email blast or newsletters
- Post the EMS2025 logo or banner on your company website

## SOCIAL MEDIA

EMS2025 use social media strategically in branding the congress. At the congress the use of social media will also be an important element in communicating with the congress participants.

**You can follow EMS2025 on:**

-  EuropeanEMS
-  European\_EMS
-  european\_ems
-  european-ems
-  @EuropeanEMS

On all our social media platforms we will be using the hashtag #EMS2025





# TERMS OF PAYMENT FOR SPONSORSHIPS AND EXHIBITION SPACE

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The total exhibition and sponsorship fee will be invoiced once the contract has been signed. Unless otherwise stated in the contract, the total amount is due upon receipt of the invoice. No sponsor/ exhibitor will be allowed access to their exhibition stand for build-up if EMS2025 has not received the total stand rental.

Payments can be made in SEK through bank transfer (detailed information will be informed on invoice). Please put "EMS2025" and invoice number in the reference, and make sure that there will be no costs to the beneficiary.

VAT must be paid as invoiced. Request for refunds should be addressed to the Exhibitor's national VAT Authorities.

We reserve the right to increase the stand rent insofar as, and to the extent to which taxes, VAT or other charges (including purchase tax or the like) according to law is imposed on exhibition material and/or stand rental.

## CANCELLATION POLICY

All signed sponsorship agreements are final and non-refundable.

## CME

An application for accreditation of EMS2025 will be sent to EACCME. Advertisement during EMS2025 is subject to the criteria from EACCME, Art. 34, 54 and 55 of UEMS 2012/30 Instructions regarding event material such as announcements, posters, programme, websites etc.

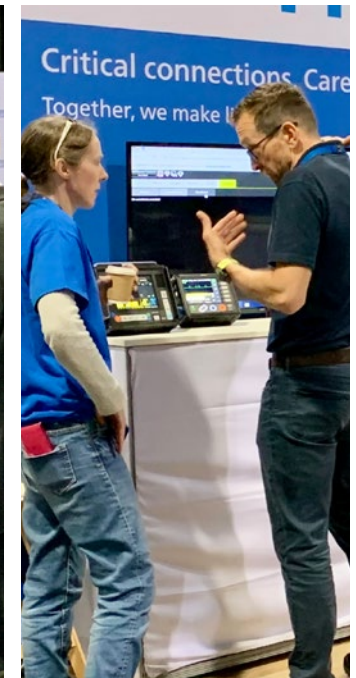
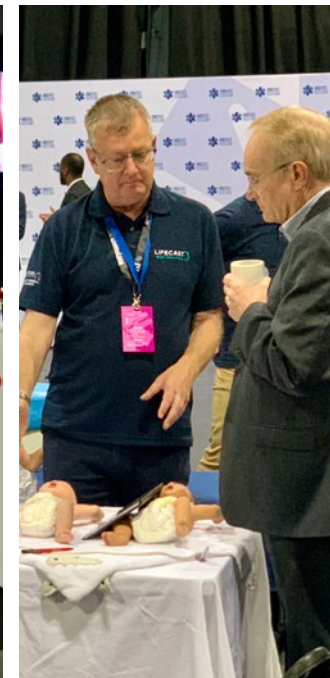
## PROMOTIONAL MATERIAL

Please note that brochures and sales materials are appreciated in the stands but not in the session rooms, poster area, and corridors.

Exhibitors have the freedom to install company posters in or behind their stands and of course to display sales materials on their stand and interact with congress participants.

Announcements of coming events can be placed at the discretion of the registration desk as long as space is deemed available by the registration staff.

EMS2025 has renewed its commitment to driving forward sustainability in pre-hospital care. We therefore encourage all sponsors to act sustainably and use recycled/recyclable materials in their promotional materials.







# EMS2025 STOCKHOLM

## Further information

For regular updates, please visit the congress website:  
[www.emscongress2025.org](http://www.emscongress2025.org)

## For questions or further information on exhibition or sponsorship opportunities

please contact:

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