

i-SWAM 20
16TH
25

5-7 DECEMBER 2025



INDONESIA CONVENTION & EXHIBITION (ICE)
BSD, TANGERANG

RULES AND REGULATIONS GUIDELINE

CONFERENCE | EXHIBITION | ENTERTAINMENT | LEISURE

DEC 2025

WWW.INTERNATIONALSWM.COM

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SIGNATURE & CONTRACT COMMITMENT

TO ENSURE A SMOOTH REGISTRATION PROCESS, ALL EXHIBITORS ARE REQUIRED TO REGISTER ONLINE THROUGH THE OFFICIAL WEBSITE:

[HTTPS://SPONSORSHIP.SWAM.ID/](https://sponsorship.swam.id/). PLEASE FOLLOW THESE STEPS TO COMPLETE THE REGISTRATION PROCESS THROUGH TO THE CONFIRMATION OF PARTICIPATION:

1. Download the Privy application from the provided link. It will be used to digitally sign the contract document.
2. Visit **<https://sponsorship.swam.id/>** via your browser.
3. Click on the "Login" menu, then "Sign Up" to create your main exhibitor account.
4. After creating your main account, proceed to "Event PIC" menu to add the Person in Charge (PIC) details representing your company.
5. Log out of the main account and log back in using the newly created PIC account.
6. Once logged in as PIC, select the "Launching" menu on the dashboard.
7. Choose the relevant event: International SWAM / International Bali SWAM.
8. Click "Select Booth Number" to choose the available and preferred booth.
9. Once finalized, click "Save and Book" to secure your booth.
10. Check the PIC email inbox for the Exhibitor Participation Form (EPF) and sign it digitally using Privy.
11. Official invoices and receipts will be available for download via the main exhibitor account.

Should you experience any difficulties or verification issues, kindly contact our Marketing Admin (Besta/Dina) via Phone/WhatsApp: +62 859-1066-33297, or you may refer to the following **Tutorial on Signature and Contract Commitment**.





BILLING DETAILS & INVOICE

The official invoice will be issued no later than three (3) business days after you complete the booth reservation process through the website <https://sponsorship.swam.id/>. All payments must be made via bank transfer to the account number stated on the invoice.

If you intend to make payment using a credit card, please confirm in advance with our Marketing Admin (Ms. Besta/Dina) for further processing.

We are also able to adjust the invoice currency upon request. For currency adjustment requests, please contact our Marketing Admin.

COMMERCIAL FACILITIES

The complimentary commercial facilities available can be utilized to enhance brand awareness and support sales during the SWAM event. These facilities are specifically designed to enable exhibitors to reach a broader and more effective audience, including:

FLASH SALE

A promotion offering exclusive deals for a limited-time availability (throughout the event) designed to attract visitors.

Terms and Conditions:

- Product name & image to be featured in the Flash Sale
- Product benefits (optional)
- Price before and after the discount OR the specific discount amount
- Quantity of products included in the Flash Sale

COMMERCIAL ADS

Commercial advertisements in the form of videos displayed on a videotron, which will be looped throughout the event.

Terms and Conditions:

- Size: 1920 pixels x 1080 pixels
- Ratio: 19:6 (Landscape)
- Duration: 1 minute

E-FLYER

Digital promotional material to be shared via the Official SWAM Instagram Story.

Terms and Conditions:

- Size: 9:16 (Portrait)
- Format: e-Flyer or Video
- Please note that the inclusion of pricing information is not permitted in the e-Flyer.





PROGRAM

1) PROGRAM MODIFICATIONS

Please note that although the list of speakers, sessions, and exhibitions is confirmed at the time of publication, changes or replacements may occur due to circumstances beyond the organizer's control. Accordingly, SWAM reserves the right to make modifications to the announced information, including changes to speakers, sessions, and exhibitions, without assuming any liability. In the event of any changes, updated information will be announced as soon as possible through the official SWAM portal.

2) SPEAKERS

Speakers participating in sponsored sessions may also be invited by the SWAM Scientific Team to speak or lead other scientific sessions. SWAM considers that such participation does not violate any sponsorship agreements, and therefore, speakers are not restricted solely to their appearances in sponsored sessions.

TRAINING LAB & ENTERTAINING ROOM



1) TRAINING LAB

Training Lab is a dedicated space available for exhibitors to rent for a maximum of three (3) hours per day. This facility can be utilized for various activities such as mini workshops, live demonstrations, or lecture sessions. During the period, exhibitors are permitted to conduct product sales and implement ticketing systems or entrance fees in accordance with the activities conducted within the room.

Note:

Any implementation of a ticketing system must be conducted with the prior knowledge and approval of the Registration Team. Please confirm with the Marketing Admin and Registration Team (Ms.Via) through Phone/WhatsApp at +62 813-5909-2118.

Specification:

a. Dimensions:

- 6 m (L) x 6 m (W) x 2.4 m (H) – Theater-style seating capacity of 20 persons
- 8 m (L) x 12 m (W) x 2.4 m (H) – Theater-style seating capacity of 40 persons

b. Facilities:

- White aluminium panels and partition system
- Carpet flooring
- LCD Screen and audio system
- One (1) unit of trash bin
- Mobile documentation (photography)



2) ENTERTAINING ROOM (ER)

Entertaining Room (ER) is a designated raw space provided specifically for entertainment purposes or light interactions throughout the full three days of the event. Exhibitors are encouraged to creatively utilize this area, transforming it into a mini lounge for meetings with colleagues, a game zone, a photo booth, or a branding space.

Please note the following special regulations applicable to the ER area:

- Product sales are strictly prohibited within the ER.
- Ticketing or charging any entrance fees is not permitted.
- The construction of enclosed structures or permanent installations within the ER is not allowed.

These regulations are in place to ensure the comfort of all participants and to maintain the intended function of each designated area during the event.

Specification:

a)Dimensions: 6m (L) x 3m (W) & Raw Space

b)Facilities: Carpet flooring

BOOTH SET-UP, DECORATION, & DISMANTLING



1) STANDARD BOOTH FACILITIES

Each standard booth will be equipped with the following:

a. Dimensions:

International SWAM

- 3 m (W) x 3 m (W) x 2.4 m (H) – Green and Blue Booth
- 2 m (W) x 2 m (W) x 2.4 m (H) – Orange Booth

Bali International SWAM

- 2 m (W) x 2 m (W) x 2.4 m (H) – Green Booth

b. White aluminium panel and partition system

c. White fascia board with company name in black cut-out sticker lettering

d. Carpet flooring

e. One (1) table

f. Two (2) folding chairs

g. Fluorescent lamp

h. One (1) power point – 2Amp

i. One (1) waste bin

2) BOOTH CUSTOMIZATION

If you require a customized booth design or intend to make modification to the standard design, you may contact one of SWAM's official contractors, CityNeon (Ms. Jean +62 815-8688-8366) or KIM (Ms. Maria +62 812-1665-3687). Booth designs must be submitted one month prior to the event for approval. The booth design must include the following details:

- Booth width and length
- Maximum booth height including floorboards and signage
- Partition walls
- Thickness and type of floor covering material (e.g., carpet, floorboard)
- Access ramp, if applicable
- Additional walls to cover pillars, if applicable
- Technical floor plan with all dimensions and 3D design renderings

Important Note: No refunds will be provided for customized booth designs, as a Standard Booth facility has already been made available as outlined above.

Request for Additional Electrical Power and Booth Decoration Facilities

For any requests regarding additional electrical power, extra facilities, or additional booth decorations, please liaise directly with Cityneon or KIM for further assistance.

If you choose to engage an external contractor for your booth construction, it is mandatory to confirm this with Cityneon or KIM to ensure proper coordination and compliance with event regulations.

3) BOOTH AREA REGULATIONS

a. Booth Installation:

All booths must be installed according to the approved layout submitted to the organizing committee. If no customized booth design is submitted, you will be provided with a standard booth as specified above.

b. Operating Hours:

Booths must remain open during the official event hours (GMT+7, 07:00 – 18:00). Exhibitors are required to keep their booth area open and operational throughout the designated hours.

c. Sales & Promotions

Exhibitors are permitted to sell products or services within their booth, provided they comply with event regulations and do not disturb other visitors or participants.

d. Electrical Usage and Equipment:

All electrical installations and the use of any equipment within the booth must adhere to the provided guidelines. All electrical equipment must be safely installed to minimize fire risks.

e. Booth Cleanliness:

Exhibitors are responsible for maintaining the cleanliness of their booth throughout the event and must ensure the booth is properly cleaned after the event concludes. All waste or unwanted items must be disposed of in the designated areas provided.

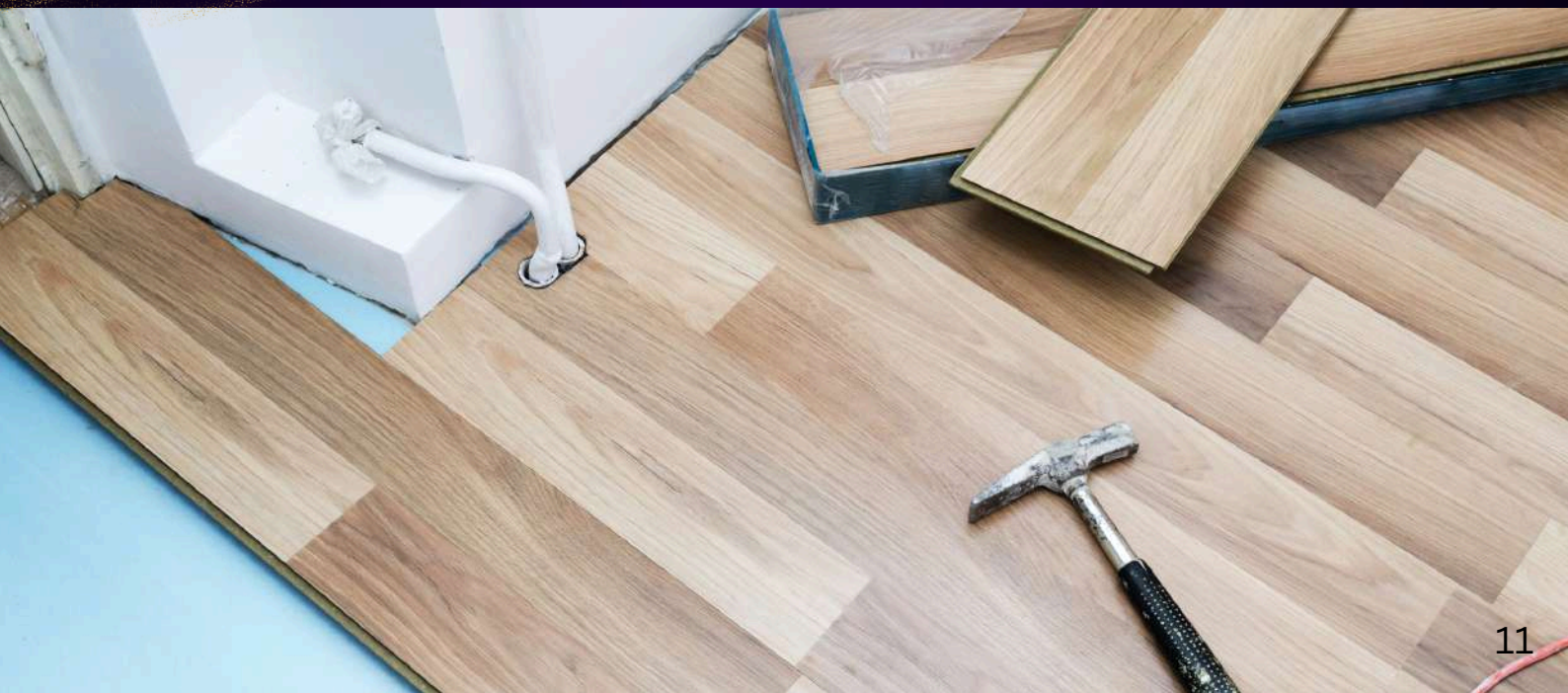
4) BOOTH INSTALLATIONS AND DISMANTLING REGULATION

Exhibitors or their appointed contractors must complete booth installation within the designated dates and time limits set by the organizer, SWAM. If the allotted time is exceeded, access to the event area will not be granted for any purposes, including packing, transporting machinery, vehicles, or contractor activities, regardless of the impact on the exhibitor concerned.

- Booth construction and goods loading are scheduled to take place one day prior to the event.
- Booth dismantling will be carried out on the final day (Day 3) of the event.

Important Notes:

- a. Specific timing is tentative and will be communicated by our Marketing Admin.
- b. The retrieval of exhibition goods or dismantling of the booth before the official event closure is strictly prohibited.
- c. Booth evacuation, including the removal of goods, special decorations, waste, or leftover construction materials, must be completed by the Exhibitor or the booth contractor within the timeframe specified by the organizer, SWAM.
- d. All materials used within the booth must remain under the supervision of company representatives until collected by the appointed freight forwarder. SWAM bears no responsibility for any materials left unattended in the booth area.



SHIPPING, LOADING, & STORAGE



1) SHIPPING

For shipping and logistics purposes, we are partnering with DAS CARGO as the official shipping agent for the event. If you wish to use DAS CARGO's services, please contact DAS CARGO (Ms. Lastrì) via Phone/WhatsApp at +62 818-136-245 for further coordination.

However, if you prefer to use your own shipping agent, you are required to confirm your shipping schedule in advance with our Marketing Admin to ensure smooth logistics operations throughout the event.

2) LOADING

Product and goods loading will take place one day prior to the event. The specific loading schedule is tentative and will be announced by our Marketing Admin in accordance with the regulations under BOOTH SET UP, DECORATION, & DISMANTLING.

The loading dock is located at the rear area of the exhibition hall and will be used for unloading goods and booth construction activities. Each exhibitor will receive a Loading Permit issued by our Marketing Admin Team.

Please ensure that you bring and present this permit as official authorization when conducting loading activities and booth installation at the venue.





3) STORAGE

A temporary storage facility will be available for storing goods during the event.

For further information regarding the conditions of use including size, dimension, and weight limitations, as well as availability of the Storage Room please contact our Marketing Admin or MICE Team (Mr. Aran) via Phone/WhatsApp at +62 878-7322-3222 for more details and to reserve storage space if needed.





TERMS & CONDITIONS

1. At the commencement of the SWAM event in the following year, SWAM will issue an invitation for the event's official launch.
2. The documents to be provided to the sponsor partnership include the following:
 - Proposal Event Participation
 - Form Booth Layout
 - Launching Invitation Letter
3. Sponsors attending the launch event are required to submit and upload the Event Participation Form (FKA) on the website <https://sponsorship.swam.id/> on the same day the launch event takes place.

Notes:

- If There is no confirmation and exhibitor fails to submit the Event Participation Form (EPF) to the committee maximum 3 days after the launching event, the selected booth will be reduce.
- Within the 3 – 14 days after the launching event, exhibitor may purchase new booth space, reduce the number of booths, or cancel without being subjected a 25% penalty/cancelation fee.

4. Sponsors that settle the full payment will receive a 5% discount, provided that the payment is made within fourteen (14) days after the launch event. If the sponsor do not attend the launching event :

Notes :

- If a sponsor does not attend the launch event, they will be eligible to select a booth starting on the 4th day after the launch.
- After selecting a booth, the Event Participation Form (FKA) must be submitted and uploaded to <https://sponsorship.swam.id/>

5. The signatory of the Event Participation Form (FKA) must be a company executive or the head of the event division responsible for the event, and is considered the official REPRESENTATIVE of the company. Their decisions will be regarded as binding and official on behalf of the company.

6. Following the submission of the Event Participation Form (FKA), a proforma invoice will be issued, which may be revised should any modifications arise.

7. A final invoice will be issued 3 days after the Proforma Invoice is issued Please be aware, different bank accounts are used for payments for each event Kindly send the bank transfer receipt for payment verification. (Contact: Veve at +62 838-4970-5489)

8. Full payment must be made and completed no later than 30 days before the event. If payment is not made by D 30, it will be considered as a withdrawal, and the organizer has the right to withhold exhibition facilities from the sponsor. The company will incur a 25% penalty.

9. Cancellations made more than 14 days after the booth selection will incur a 25% penalty of the agreed booth price.

Notes :

- The cancellation fee or penalty will still apply even if the sponsor has not filled out the FKA form
- If the company fails to pay the penalty, it will not be permitted to participate in any SWAM events for the current year, as well as in any SWAM events for the following year, due to the cancellation of the ISWAM event.

10. If cancellation occurs, the sponsor must submit a cancellation letter.

11. If the sponsor fails to submit the cancellation letter within 7 days after the cancellation not, the booth will be annulled, and the organizer reserves the right to allocate it to another sponsor.



EXHIBITION RULES & REGULATIONS



1. Exhibitors are required to attend the technical meeting, either offline or online.
2. Exhibitors must collect their free name tag and additional name tags during the technical meeting.
3. Exhibitors are required to wear their name tags throughout the exhibition.
4. Exhibitors are prohibited from lending their name tags to anyone without the organizer's knowledge and approval.
5. Exhibitors are required to wear the company uniform or relevant company attributes.
6. Exhibitors are prohibited from performing any invasive medical procedures or administering injections at the exhibition area.
7. Exhibitors are prohibited from displaying products that do not have distribution licenses issued by the National.
8. Agency of Drug and Food Control (BPOM), Ministry of Health, or the local Health Department.
9. Exhibitors are prohibited from selling products unless they hold a distribution license issued by the principal of the product during the seminar

10. Exhibitors are not allowed any company/promotional events or activities on the same day and time as the event.

Notes :

- On the first and third days, exhibitors may invite doctors, speakers, or principals to attend a gathering event after the SWAM event ends
- On the second day, all colleagues, doctors, speakers, or principals) must attend the event organized by the SWAM committee

11. Exhibitors are prohibited from inviting the general public to attend the SWAM event.

12. Exhibitors are expected to adhere to ethical business practices

Notes:

- Exhibitors are not allowed to forcibly pull participants towards their booth.
- Distributing promotional materials (brochures or souvenirs) outside the booth area is not allowed.
- Blocking pathways, entrances, or the booths of other exhibitors with standing banners is prohibited.

13. The use of plastic banners is strictly prohibited.

14. If an exhibition participant violates the established regulations, the severest penalty will be the prohibition from participating in SWAM events for one year.





WEBSITE FEATURES



The website <https://internationalswam.com> offers several features, including:

- Add booth staff members
- Scan participant barcodes to obtain the Visitor List

For further information regarding registration on internationalswam.com and detailed instructions on how to use these features, please refer to the **Exhibitor Guideline** provided.

FREQUENTLY ASKED QUESTIONS (FAQ)



WHAT IS THE OFFICIAL LANGUAGE OF THE I-SWAM EVENT?

The official language of i-SWAM is English. All sessions will be conducted in English by the speakers.

MAY I BRING A TRANSLATOR OR PERSONAL ASSISTANT DURING THE EVENT?

Yes, you may bring a translator or personal assistant. However, they are required to purchase their own badge/name tag. For further information, please contact our Marketing Team via WhatsApp.

IS ACCOMMODATION AVAILABLE FOR EXHIBITORS AND SPEAKERS?

Accommodation arrangements for both exhibitors and speakers can be coordinated by contacting the MICE team (Mr. Aran).



WHAT IS THE PROCEDURE FOR BRINGING GOODS INTO THE EXHIBITION AND ARRANGING CARGO HANDLING?

For detailed information regarding cargo handling and permission procedures, please contact DAS CARGO (Ms. Lastri).

IF I AM NOT AN EXHIBITOR OR PARTICIPANT OF I-SWAM, CAN I STILL VISIT I-SWAM?

You may visit the exhibition area (exhibition hall) at designated times. Prior scheduling is required. Please contact the Marketing Team if you wish to explore the Indonesian market and visit the SWAM event.

WHERE WILL THE COMMERCIAL FACILITIES (ADVERTISEMENTS) BE DISPLAYED AND PROMOTED?

Commercial advertisements or endorsements will be displayed across various platforms including seminar rooms, seminar LEDs, the ballroom videotron, exhibition area videotrons, and the official SWAM Instagram account.

DOES SWAM PROVIDE DISCUSSION OR NEGOTIATION SESSIONS REGARDING SPONSORSHIP PACKAGES?

Please contact our Marketing Team should you wish to explore sponsorship opportunities further. We are available to arrange an online meeting at your convenience.

IMPORTANT CONTACT NUMBER



BUSINESS DEVELOPMENT MARKETING

dr Elly Tjiasmanto +62 818-320-322

dr Edwina +62 821-1770-2021

dr Winnie +62 812-5238-9723

MARKETING ASSISTANT

Ms. Besta +62 877-6247-2685

Ms. Dina +62 813-3524-8223

Marketing Assistant Administrative
(Besta/Dina) +62 859-1066-33297

ACCOMMODATION & TRANSPORTATION BY HARYONO TOUR & TRAVEL

Mr. Aran +62 878-7322-3222

SHIPPING BY DAS CARGO

Ms. Lastri +62 818-136-245

CONTRACTOR

Cityneon – Ms. Jean +62 815-8688-8366

KIM – Ms. Maria +62 812-1665-3687