

READY TO GET INSPIRED?

WOMEN IN TECH

On site meeting Waterfront
January 28, 2025

AGENDA

Ready to Get Inspired!

1. **Welcome and Hello** (*short* - 3 slides)
2. **#WITswe2025 Introduction** (*short* - 5 slides)
3. **Booth Information & Inspiration** (*strap in* - 19 slides)
4. **Partner and Conference Information** (*short again* - 4 slides)
5. **Important Dates & Deadlines** (*easy* - 1 slide)

Hello 2025 Partners! 🖐️

accenture



Infosys®

Nordea

ABB

ATG

b3 Consulting Group

BONNIER NEWS

ICA GRUPPEN

kindred

knowit

LF

CGI

co-native

Dell Technologies

Deloitte



Nasdaq

SANDVIK

SCANIA

dun&broadstreet

easypark

Electrolux Group

Expensify

SEB

skandia

Swedbank

SYLOG

H&M

Handelsbanken

H&O

HITACHI
Inspire the Next
Hitachi Energy

TELE2

tietoenvy

VATTENFALL

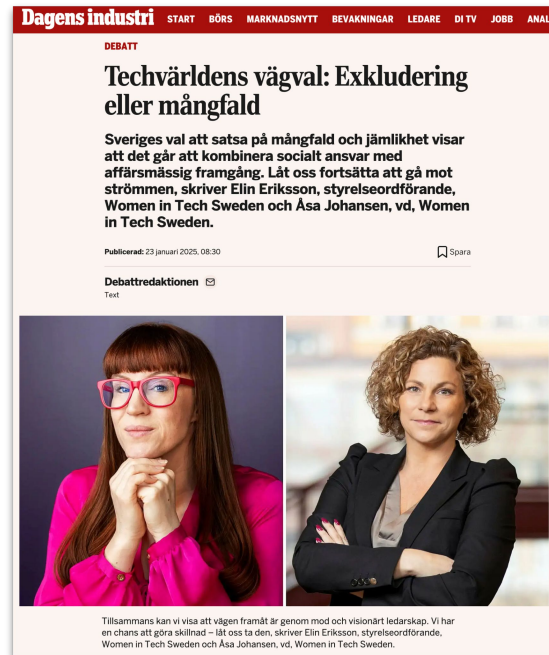
VISMA

WOMEN
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Op-Ed: The Tech World's Crossroads: Exclusion or Diversity?

 [Link to Dagens Industri](#)

 [Link to English version at womenintech.se](#)



**WOMEN
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Get ready for #WITswe2025



Theme: Space to Play

In a fast-moving world with new tools orbiting us daily, play is a key to unlocking creativity and driving progress. Let us set aside the notion that every endeavor must be productive, and make space to play. And to celebrate experimentation, exploration, and the pure joy of trying something new.

Play reveals our humanity. Through play, we discover new solutions, innovate boldly, and build skills for the future.

Engaging with tech through play allows us to navigate the infinite expanse of possibilities, equipping us with the tools to boldly and geeky go where no learner has gone before.

At our mothership conference, #WITswe2025, we invite everyone to embrace curiosity and to explore technology with the same joy and wonder as a child at play.

While navigating the rapidly evolving technological universe, playful learning becomes our guiding star to illuminate complex concepts. Paradoxically, a playful mindset can rocket boost problem-solving, skills and adaptability. It even helps as a way to manage stress and achieve a state of flow.

Join us in celebrating play as a driving force behind innovation and growth at #WITswe2025.

Agenda April 23rd

CONTACT ME
Elin Eriksson



08.00	DOORS OPEN	13.00	FOCUS SESSIONS x 10
09.00	MAIN STAGE	13.45	COFFEE BREAK
10.10	COFFEE BREAK	14.15	FOCUS SESSIONS x 10
10.45	MAIN STAGE	15.00	COFFEE BREAK
12.00	LUNCH	15.40	MAIN STAGE
		16.30	DRINKS, MINGLE & NETWORKING

Focus sessions

A focus session can be a talk, a workshop, a panel discussion, a speed dating session etc. They are highly appreciated by the participants and a great way to connect further with the curious minds.

Deadline to apply: **15 February.**

[Link to Focus Session Application Form](#)

CONTACT ME
Tove Björkstén
Project Coordinator



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Main stage speakers

We have received approx 100 pitches

We will reply with a final respon
latest Feb 17



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Before - During - After

Before

Do the homework. Engage your team.

Take the opportunity to engage and find out what your colleagues think is important to share with the WIT community. Both on April 23 - but also for the whole year of 2025 (Meet up/ SoMe etc).

Prepare your participation to get the most out of you engagement.

- Stand team (questions, lead scan, what will be successful for you, will you have a meet up after the event to invite them to?)
- Focus session team
- On the floor team - (what shall they bring with them home / share internally)

During

Showcase cases and people that bring inspiration, networking and role models. What is it about working at your company that makes your team excited?

Be ready to receive requests about ways on getting on-board with your company.

After

Prepare your “nice to meet you-communications” to your leads before the event. Send it out the days after. What do you want their CTA to be? Join your community, apply for a position, join a survey, join a competition...

Important information

CONTACT ME

Emma Torstenson

Project Manager

emma.torstenson@onemotion.se

+46 76 228 54 54



DATE

Thursday 23rd of April

PLACE

Stockholm Waterfront Congress Center

SETUP

April 22: 13:00–19:00

April 23: Easier fixes 07:00–08:00

DISMANTLING

April 23: **19:00-22:30 (Not earlier than 19.00!!)**

DELIVERY ADDRESS

Stockholm Waterfront Congress Center

Nils Ericsons Plan 4,

101 32 Stockholm

ATT: WITswe2025 + Partner name + Contact person + Phone

Deliveries to Waterfront

Waterfront will only receive deliveries during April 22: 08.00–16:00.

Partners are responsible to transport their materials from cargo dock, floor 4 to the partner area.

NO STORING

There is no possibility to store larger goods or packaging neither before nor during the event. After the event everything must be dismantled, all goods and packaging included!

HELP DESK

The help desk is located at the green booth on floor 4, outside M1/exhibition area and will be open during both set up, dismantling and during the event all day April 23.

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Your stand - Important information

CONTACT ME

Emma Torstenson

Project Manager

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+46 76 228 54 54



Onemotion will take good care of all our partners at Women in Tech.

They are here to help you create your stand, everything from renting a screen/computer, backwall, print of backwall, construction/establishment/de-establishment of the booth, brochure stands etc.

MAIN PARTNER

- 6x4 m stand
- Carpet
- White or black wall 6 x 2,5m
- 6 spotlights
- 2 standing tables
- 2000W power outlet

CO-CREATING PARTNER

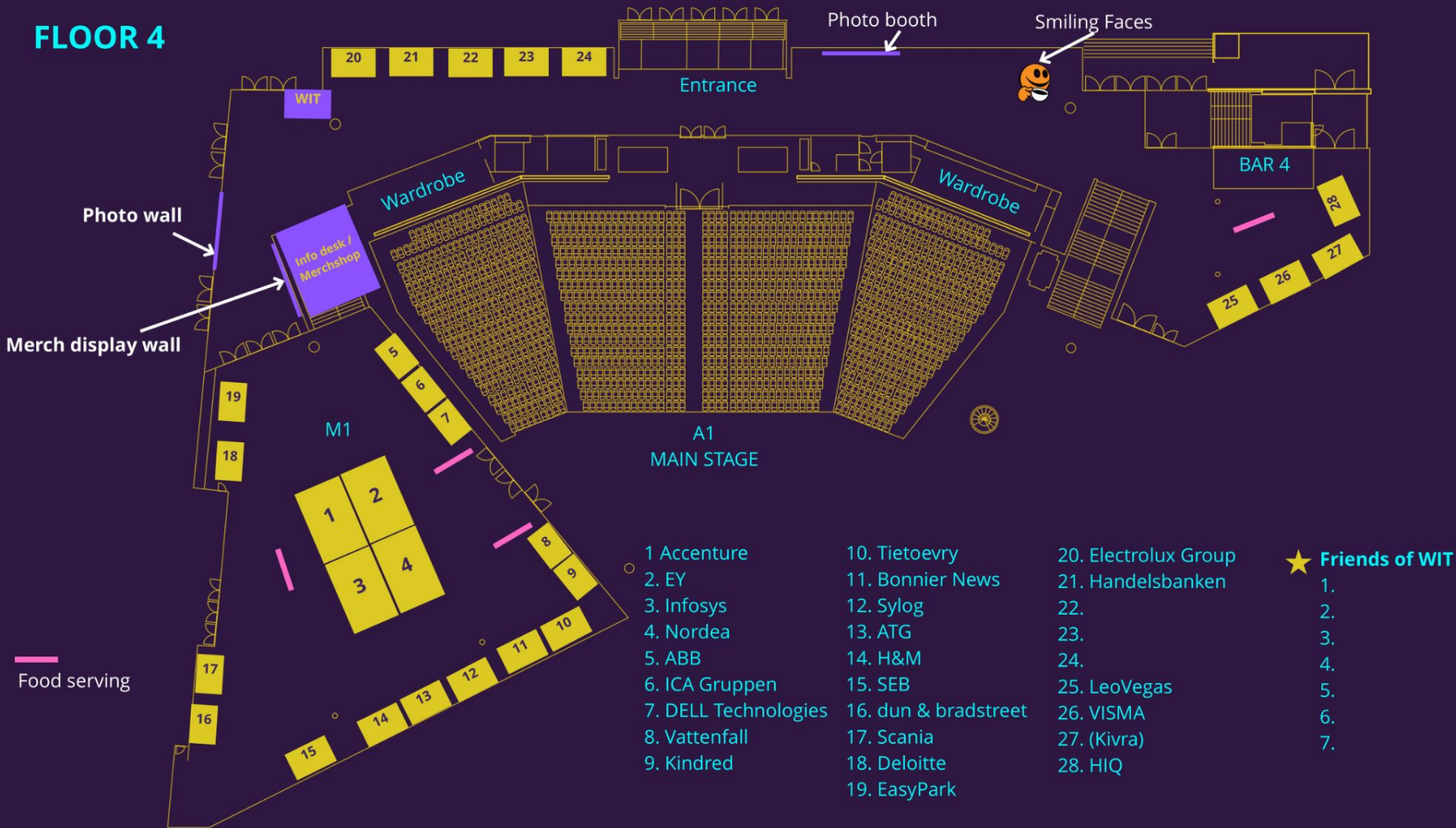
- 3x2 m stand
- Carpet
- 1 standing table
- 1000W power outlet.

Maximum stand height

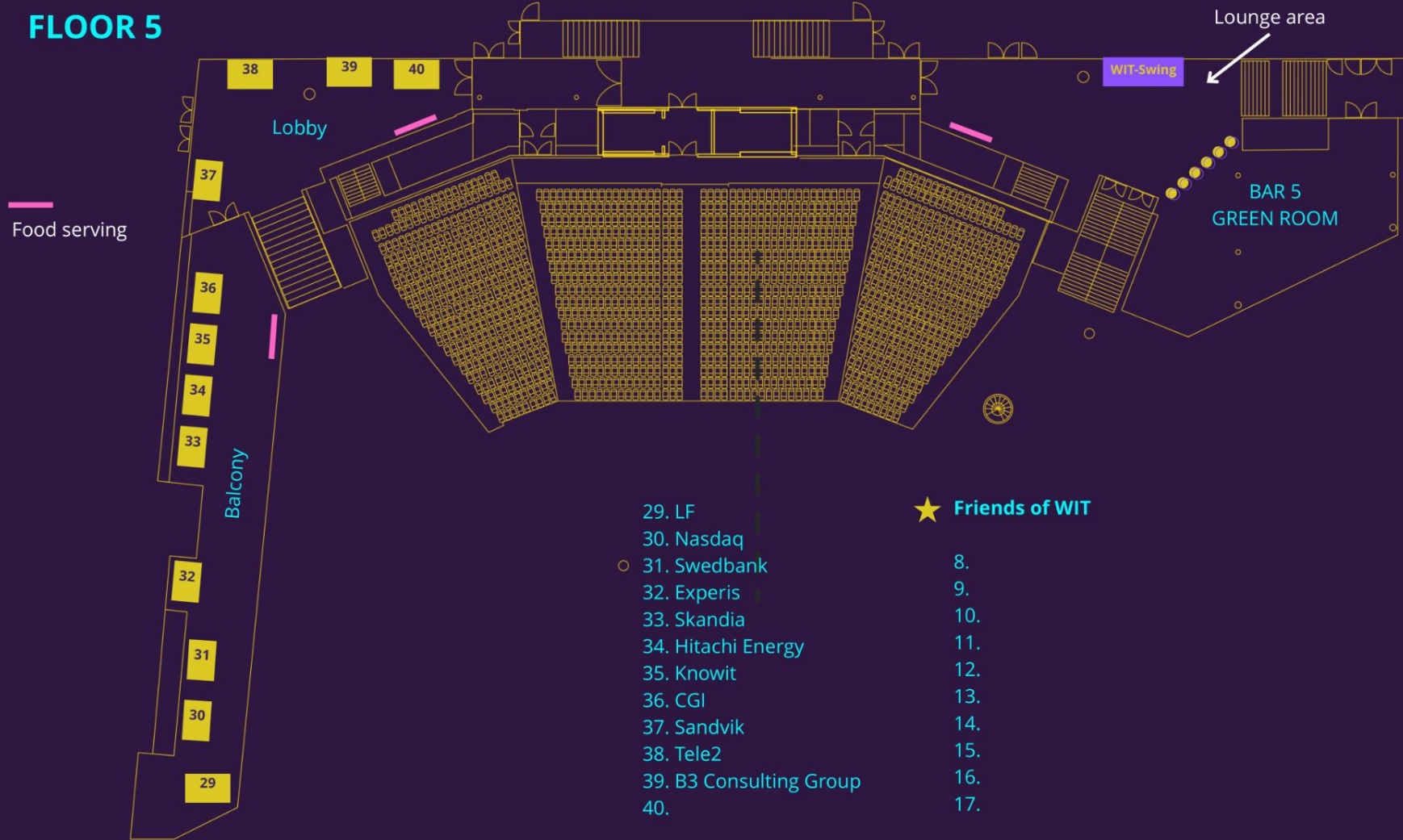
- M1 and Bar 5: 2,5 m
- Balcony: 2 m

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FLOOR 4



FLOOR 5



Stand inspiration

It might be tough to start with a blank piece of conference floor, which is why we have provided examples of possibilities and choices, from a full booth to small add-ons.

You can choose from everything between:

- Rental of tables, chairs, candy bowls and TV screens
- Help with originals, back walls, balloons, rollups, beach flags

To:

Branding, foiling, giveaway and branded products

- Productions for your stand
- Full booth design

The choice is all yours!



Stand design

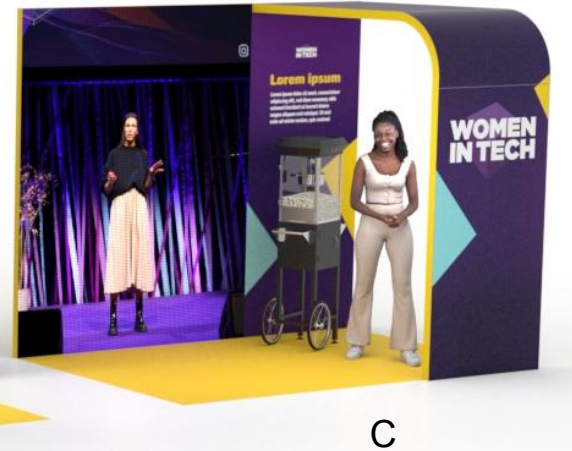
A, B or C



A



B



C

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Booth A

Booth A included

including setup and dismantling, 3x2 m

- Branded back wall
- Branded desk
- Screen on the wall

Price: from SEK 32 000



Booth B

Booth B included

including setup and dismantling, 3x2 m

- Branded back wall
- Branded side walls
- Branded long desk
- LED screen in the top

Price: from SEK 46 500

Without the LED screen:

Price: from SEK 38 500



Booth C

Booth B included

including setup and dismantling, 3x2 m

- Branded back wall
- Branded roof
- Screen on the wall
- LED screen

Price: from SEK 72 500

Without the LED screen:

Price: from SEK 31 500



Prices – Back walls

Back wall to your stand: white, black or full print
including setup and dismantling, 3x2 m

Yes, white	SEK 7 000
Yes, black	SEK 7 000
Yes, full print excl. help with original	SEK 7 800
Yes, full print incl. help with original starting at	SEK 8 800
Spotlights to your back wall	SEK 300/p

Other request?



Prices – Furniture

Furniture

Standard standing table, extra	SEK 400
Sock to standing table, white or black	SEK 300
Office table 180/120x45 cm	SEK 350
Table cloth for office table, white	SEK 150
Bar chair	SEK 350
Bar desk with your own design	SEK 5 200
Bar desk plain	SEK 4 600

Other request?



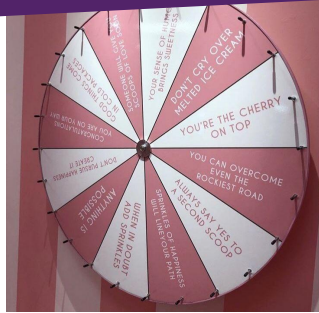
Prices – Technical devices

iPad floor stand	SEK 450
iPad table stand	SEK 450
Floor stand for TV	SEK 600
TV screen installed directly on your back wall starting at	SEK 4 000
TV screen 40" (will need additional stand)	SEK 3 000
TV screen 55" (will need additional stand)	SEK 4 500
TV screen 75" (will need additional stand)	SEK 9 000
iPad	SEK 900
Computer PC	SEK 3 000
Computer MAC	SEK 3 500
HDMI-split	SEK 350
Clicker	SEK 220
Extra 10A 1-phase	SEK 850
Extra 16A 3-phase	SEK 1 950

Other request?



Activities



Activities



Photobooth

Co-branding visibility



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Stand design

Balloon inspiration



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Additional branding

Give aways

Branded merchandise pricing available upon request.

Other request?



Partner Stand Form

CONTACT ME

Emma Torstenson

Project Manager

emma.torstenson@onemotion.se

+46 76 228 54 54



We have created a **Google Docs Form** where you will fill in your choices and extra orders for your stand; eg. colour of the stand carpet, extra screens, giveaway etc

After filling out your form, Onemotion will contact you with a quotation or a meeting to discuss your design further.

If you are not able to use Google Form, please contact Emma Torstenson.

You will be able to update you form until our deadline on **March 11**.

[Link to Partner Stand form](#)



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Partner Stand Form

We are so happy you are joining us as Partners for 2024. This form is to register your preferences for you stand at the #WITswe2024 on April 17.

Michelle at our event agency Onemotion will be you contact person for this. Fill in your choices and add ons for your Partner Stand in this form. All of the non included add ons will be invoiced from our event agency Onemotion IMC AB.

Every Co-Creating Partner Stand is 3x2 meters and can be maximum 2,5 meters high (2m on balcony). Included in the price is a carpet, one standing table and 10A electricity.

Main Partner Stands are 6x4 meters and include 2 standing tables, carpet, 6pcs spotlights and 10A electricity.

All additional orders will be followed by a delivery cost of SEK 150.

Please have this form filled in by **March 8** at latest. For bigger productions, please have it ready or get in touch as soon as possible.

If you have any questions, please contact Michelle Alm at Onemotion IMC AB: michelle.alm@onemotion.se, +46 733 98 11 32.

With love from the WIT-team 💜

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Lead scanning

Collect your connections

Women in Tech **will not** share contact details of participants.

Instead, we are offering you a way to collect the contact details to the ones you connect with by using the Lead Scanning tool, making sure that there's a consent in the data sharing.

The Lead Scanning can be used both at your **Stand** and at your **Focus session**.

A link with contact details are available directly in the app and a month after the event.

Price:

1 lead scan 1 250 sek

2 lead scans 2 000 sek



The Member Ticket Raffle

This year we will continue the success from last year
- The Member Ticket Raffle

Our members will be able to register for the Raffle from **February 6**.
In the registration our members will choose a category they most identify themselves in.

Categories

- › Student / Young professional
- › Developer / Analyst
- › Engineer
- › Leader / manager
- › Tech curious
- › HR / Recruitment
- › Business / Sales / Marketing

The Raffle and communication to ticket holders will be held on **February 14**.



Partner Tickets

It's up to each partner to decide how to distribute your Partner Tickets; give them to more staff/internal use, invite partners or through a competition etc.

To get a good mix of our participants we suggest that you distribute your Partner tickets with our Participants Categories in mind.

Main Partners

50 Partner Tickets

Co-Creating Partners

20 Partner Tickets

- We will work with the vendor Trippus to handle your Partner tickets.
- You will receive registration link on **1st of March**.
- You can either forward for the link for your participants to register themselves or have someone responsible for registering all participants together.
- **NEW: Tickets that has not been registered by 8th of April will be released to the members waiting list.**
- The Partner tickets are personal - but you are more than welcome to switch roles during the day.
- All tickets include lunch.
- Partners can buy branded drink tickets for the mingel.

Important Dates & Deadlines

- 6/2 Ticket Raffle Start
- 14/2 Ticket Raffle Close & Winners announced
- 15/2 Focus Session Application Close
- 11/3 Partner Stand Selection Close
- 8/4 Partner Tickets Registration Close

Check you
Partner Login
page!

The screenshot displays the WTTW 2025 Partner Portal. The top navigation bar includes the WTTW logo, links for NEWS, WTT PLAY, and PODCAST, and buttons for JOIN US, LOG OUT, and a MENU. The main content area is divided into three sections: Tasks, Documents, and a Calendar.

Tasks: This section lists several key tasks with their respective deadlines:

- Pitch a speaker:** DEADLINE: 11/09/2025
- Applying to host a Focus Session:** DEADLINE: 11/09/2025
- Order Form for Booth:** DEADLINE: 11/09/2025
- Deadline for partner ticket registrations:** DEADLINE: 08/04/2025

Documents: This section provides access to various resources, including Partner Meeting guidelines, brand assets, product sheets, and other materials. It lists two documents:

- Brand activations #WTTW2025:** Download file
- Brand activations #WTTW2025:** Download file

Calendar: This section displays a calendar of events and deadlines. It includes the following items:

- All partner breakfast meeting:** Date: 09/01/2025
- Onsite Meeting at Waterfront:** Date: 09/01/2025
- Draft Press Release:** Date: 09/01/2025
- Press Release published:** Date: 09/01/2025
- Ticket Raffle Opens:** Date: 06/02/2025
- Ticket Raffle Opens:** Date: 06/02/2025

Contact information



Åsa Johansen

Reach out to me regarding partnerships or general Women in Tech questions.
+46 70 623 55 66



Elin Eriksson

Anything related to our program at #WITswe2025 and speakers.
+46 70 638 80 16



Linda Tierney

Your go to for marketing, communications and platform inquiries.
+46 70 462 64 22



ONEMOTION^{IMC}

Our event production partner.

Emma Torstenson

Focused on your booths, your branding, and logistics at Waterfront
+46 76 228 54 54



Elin Brevitz

Your contact for overall event coordination
+46 70 72 09 664