

## Social program

The conference will include evening activities all evenings of the conference. On Wednesday evening there will be a reception in the Göteborg City Hall and on Thursday night a conference banquet. There will also be excursions available for accompanying persons in and around Gothenburg, as well as optional excursions before and after the conference. The conference starts after the Easter weekend so please take the opportunity to experience Göteborg and Scandinavia during Easter.

## Conference venue

The AERC will be held at the conference centre of Chalmers University of Technology. The conference centre includes



Chalmers in Spring. Photo: Jan-Olof Yxell

several large lecture halls, the largest seating all participants. There are several restaurants within the conference centre where lunch will be served. The lecture halls are centred around a main foyer where poster and manufacturer exhibitions will be held. During the coffee breaks refreshments will be served in the foyer.

## Accommodation

The main conference hotel is Park Avenue Hotel situated at the top of the main street "Avenyn". This four star hotel is conveniently located close to the conference venue easily accessible by bus (4 min) or on foot (15 min). Inexpensive student accommodation (SGS) and a more exclusive option (Elite Plaza) is also available.

## Fees and prices

Please note that the registration fees include a compulsory VAT of 25% and the hotel prices include 12% VAT. The VAT is refundable. More information is found on the AERC2010 web page. All prices are in SEK.

	Before Feb15	After Feb 15
Full registration	4 750	6125
Exhibitor registration	4 750	6125
Student registration	2 125	6125
Course participation	2 000	Not available
Accompanying person	1 675	1 675

### Accommodation, prices per night

	April 2-5	April 6-11
Park Aveny Hotel, single room	955	1 235
Park Aveny Hotel, double room	955	1 435
Elite Plaza, single room	1 085	1 495
Elite Plaza, double room	1 085	1 695
SGS, single room	640	640
SGS, double room	640	640

## Important dates

### 2009

Dec 3	Submission abstracts for oral presentations
Dec 10	Submission abstracts for poster presentations

### 2010

Jan-Feb	Notification of abstract acceptance
February 15	Final registration for low fee
April 6	Introductory courses
April 7-9	AERC 2010

Information and registration:

[www.rheology-esr.org/AERC/2010](http://www.rheology-esr.org/AERC/2010)



# Annual European Rheology Conference

April 7-9, 2010  
Göteborg, Sweden

*Second call*



Photo: Göran Assner



*Paddan Boats. The fascinating harbour city of Göteborg has to be experienced from the water! Step aboard right in the city centre at Kungssportsbron and spend time on a true Göteborg classic; a "Paddan" cruise. Photo: Kjell Holmner*



*Haga Old Town Haga is Göteborg's oldest suburb. Here, wooden houses nestle along the cobbled streets, and there is a good mixture of second-hand shops, antique shops and fashion shops. Photo: Göran Assner*

The AERC 2010 will be organized by the Nordic Rheology Society in Göteborg, on the Swedish

west coast. Göteborg is a harbour city and the river Göta Älv divides the city into north and south, before flowing out into one of the most beautiful archipelagos in Sweden. The heart of the city is on the south bank of the river, encircled

by what used to be the old moat. Avenyn, Göteborg's main street, stretches away south of the moat, to Götaplatsen square, with its familiar statue of Poseidon where the main conference hotel is located.

The aim of AERC 2010 is to be a meeting place where rheologists in academia and industry can share new science and technical developments, and to discuss, develop and cooperate on common themes.

## Conference program and courses

The conference will start on Wednesday morning April 7 and end on Friday afternoon. Before the conference starts there will be three one-day introductory courses available on Tuesday April 6. The courses are:



- Food Rheology, given by Peter Fischer, ETH, Zürich
- Rheology and Processing in Foaming, by Salvatore Iannace, IMBG, Naples
- Synergy of Rheological Data Analysis and Modelling by Henning Winter, UMass, Amherst and Manfred Wagner, TU, Berlin

An exhibition on the latest instrumentation and equipment will be available in the conference centre foyer.

The conference will consist of the following symposia, each led by 2-3 chairpersons.

### Symposia

Polymer melts and solutions  
Modelling, simulation and computational rheology

### Chairpersons

Evan Mitsoulis  
Johanna Aho  
Henrik Rasmussen  
Martien Hulsen

Dispersion rheology

Rheometry

Complex flows

Interfacial rheology  
emulsions and foams  
Food and bio-rheology

Complex fluids

Microrheology and  
microfluidics

Applied rheology

Rheology of solids

Ultrasonic techniques –  
ISUD 7

Michel Cloitre  
Olafur Wallevik  
Helmut Münstedt  
Christian Clasen  
Peter Olmsted  
Lionel Choplin  
Jan Vermant  
Dominique Langevin  
Bettina Wolf  
David Weitz  
Veruscha Fester  
Moshe Gottlieb  
Annie Colin  
Christopher Pipe  
Gareth McKinley  
Jan Engman  
Niall Young  
Igor Emri  
Dietmar Drummer  
Johan Wiklund  
Sebastien Manneville

*The symposium "Ultrasonic techniques – ISUD 7" is a joint meeting with the International Symposium of Ultrasonic Doppler techniques with the special topic of in-line rheology.*

## Invited speakers

The AERC 2010 committee proudly presents two distinguished rheologists to give the plenary presentations at the conference. They are both well known to everyone in rheology.

- David Boger will present his latest work in Environmental Rheology
- Ole Hassager will talk on How big are polymers?



*Flights. It's easy to get to Göteborg from various international destinations.*