ANNUAL CONGRESS OF THE EUROPEAN ASSOCIATION FOR CANCER RESEARCH

EXHIBITOR MANUAL
Dear EACR 2024 partners,

The EACR 2024 Congress will bring together the cancer research community alongside world-class speakers to discuss the most innovative current research topics, interact in a friendly and informal setting, and form new collaborations. EACR 2024 will offer you opportunities to raise your business’ profile among the cancer research community and showcase the latest solutions you offer. We are grateful for your partnership and support; your contributions are invaluable to the success of the EACR Congress!

We herewith provide you with the EACR 2024 Exhibitor Manual, which includes detailed information on key dates, contact details, order forms, and various additional facilities and services for the organisation of your participation at the EACR 2024 Congress in Rotterdam, Netherlands from 10-13 June 2024.

Thank you in advance for carefully observing the deadlines, guidelines, and regulations in this manual.

You are also encouraged to share this information with all relevant staff in your company, as well as all third-party vendors involved with EACR 2024 on your behalf. For your convenience, this manual is also available for download online at 2024.eacr.org/sponsorship.

If you have any queries regarding the contents of this manual, or your participation in the EACR 2024 Congress, please do not hesitate to contact us. We are here to assist you and to make sure that EACR 2024 is a fruitful event for your organisation.

We look forward to seeing you in Rotterdam.

Kind regards, on behalf of the entire EACR 2024 Team,

Michael Podt
EACR 2024 Exhibition Manager
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## 1. IMPORTANT DATES AND DEADLINES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>04 March 2024</td>
<td>Deadline to submit congress abstracts</td>
</tr>
<tr>
<td>03 April 2024</td>
<td>Deadline to submit company logo and description for inclusion in congress publications</td>
</tr>
<tr>
<td>01 May 2024</td>
<td>Deadline to submit stand drawings, plans, and designs for space-only bookings</td>
</tr>
<tr>
<td>02 May 2024</td>
<td>Deadline to submit material handling and freight information form</td>
</tr>
<tr>
<td>12 May 2024</td>
<td>Deadline to order EventLead scanners with €100 discount</td>
</tr>
<tr>
<td>08 May 2024</td>
<td>Deadline to order services with EA Exhibitions at regular prices (late orders involve surcharges)</td>
</tr>
<tr>
<td>08 May 2024</td>
<td>Deadline to upload ordered stand graphics for production by EA Exhibition</td>
</tr>
<tr>
<td>19 May 2024</td>
<td>Deadline to order services, the EA Exhibition web shop closes after this date</td>
</tr>
<tr>
<td>27 May 2024</td>
<td>Deadline for receipt of payment for registrations made at regular rate</td>
</tr>
<tr>
<td>27 May 2024</td>
<td>Deadline to personalise exhibitor badges, or order and pay for extra exhibitor passes</td>
</tr>
<tr>
<td>30 May 2024</td>
<td>Complete and return the unloading/reloading for direct deliveries form (Kristal)</td>
</tr>
<tr>
<td>02 June 2024</td>
<td>Deadline to order Eventlead scanners</td>
</tr>
<tr>
<td>9-10 June 2024</td>
<td>Exhibition build-up</td>
</tr>
<tr>
<td>10-12 June 2024</td>
<td>Exhibition open</td>
</tr>
<tr>
<td>12 June 2024 (after closure)</td>
<td>Exhibition dismantling</td>
</tr>
</tbody>
</table>
## 2. KEY CONTACTS

### Congress Secretariat and Organiser:
**New Way Management**

**Email:** eacr@newway-management.com

- General Congress: Wessel Nieuwenweg
- Exhibition: Michael Podt
- Scientific Programme: Rebekka Mattyasovszky

### Exhibitor Contractor/exhibitor services:
**EA Exhibitions**

**Email:** eacr@eaexhibitions.com

See section 11 of this manual

### Accommodation:
**Preferred Hotel Reservations BV**

**Email:** congress@preferred.nl

See section 4 of this manual

### Freight forwarding and handling of materials:
**Kristal BV**

**Email:** maria.papantoniou@kristal-logistics.com

See section 10 of this manual and documents provided separately

- Kristal
  - Brucargo Building 734
  - B-1830 Macheelen
  - Contact: Maria Papantoniou
  - Phone: +32 2751 4680
  - Email: maria.papantoniou@kristal-logistics.com

### Venue & Catering
**Rotterdam Ahoy**

**Email:** info@ahoy.nl

See sections 5 and 6 of this manual

- Ahoyweg 10
  - 3084 BA Rotterdam
  - The Netherlands
  - Phone: +31 (0)10 293 3300

### Lead retrieval
**COVR**

See section 13 of this manual
### 3. EXHIBITION TIMETABLE

#### Sunday 09 June 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00–18:00</td>
<td>Freight unloading as per arrangements made with official freight handler</td>
</tr>
<tr>
<td>08:00–20:00</td>
<td>Construction of stands for space-only bookings</td>
</tr>
<tr>
<td>10:00–14:00</td>
<td>Delivery of orders and build-up of stand structures for all-inclusive stands</td>
</tr>
<tr>
<td>16:00–20:00</td>
<td>Access for exhibitor staff to stands for decoration</td>
</tr>
<tr>
<td>20:00 onwards</td>
<td>Removal of empties, rubbish for final cleaning and aisle carpeting</td>
</tr>
</tbody>
</table>

All construction and building work must be completed by 21:00 on Sunday 09 June 2024

#### Monday 10 June 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00–10:00</td>
<td>Access for exhibitor staff to stands for decoration</td>
</tr>
<tr>
<td>10:00–12:00</td>
<td>All decoration finished; final cleaning and checks</td>
</tr>
<tr>
<td>12:00–20:30</td>
<td>Exhibition open for all delegates</td>
</tr>
<tr>
<td>12:00–14:00</td>
<td>Lunch break and industry symposia</td>
</tr>
<tr>
<td>15:15–15:45</td>
<td>Coffee break</td>
</tr>
<tr>
<td>19:30–20:30</td>
<td>Welcome Reception</td>
</tr>
</tbody>
</table>

#### Tuesday 11 June 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00–17:45</td>
<td>Exhibition open for all delegates</td>
</tr>
<tr>
<td>11:05–11:35</td>
<td>Coffee break and industry spotlights</td>
</tr>
<tr>
<td>13:15–15:15</td>
<td>Lunch break and industry symposia</td>
</tr>
<tr>
<td>16:55–17:30</td>
<td>Coffee break and industry spotlights</td>
</tr>
</tbody>
</table>

Note: The poster defence session will take place in the poster area in the halls from 18:40-20:15. The exhibition is not open at this time and will be cordoned off.

#### Wednesday 12 June 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00–17:45</td>
<td>Exhibition open for all delegates</td>
</tr>
<tr>
<td>11:05–11:35</td>
<td>Coffee break and industry spotlights</td>
</tr>
<tr>
<td>13:15–15:15</td>
<td>Lunch break and industry symposia</td>
</tr>
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</tr>
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Note: The poster defence session will take place in the poster area in the halls from 18:40-20:15. The exhibition is not open at this time and will be cordoned off.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>18:00–20:00</td>
<td>Removal of valuables, packing of stand materials</td>
</tr>
</tbody>
</table>

It is not possible to access to the exhibition (Halls 3 and 5) to dismantle stands or collect materials on Thursday 13 June 2024.
4. HOTEL ACCOMMODATION

Preferred Hotel Reservations is the official accommodation agent for EACR 2024.

**Preferred Hotel Reservations B.V.**
Phone: Tel: +31 299 655 700  
Email: congress@preferred.nl

Rooms are booked on a first-come, first-served basis and they will be subject to availability.

**Selection of hotels**
Preferred Hotel Reservations has selected and negotiated special rates at hotels in different categories. Preferred Hotel Reservations offers hotels near the Congress venue as well as in the city centre of Rotterdam. As the demand for hotel rooms will be high during the EACR 2024 Congress, we suggest that you reserve your hotel room as soon as you know your exact travel dates. To view available hotels, please click on the button above.

**Individual reservations (maximum 9 rooms)**
Individual reservations for up to 9 rooms can be made through the secure platform via the button above. A direct confirmation will be sent by email. All individual reservations require a guarantee with a valid credit card. The payment of your stay will be settled at the hotel directly upon arrival or departure. Notifications of cancellations and changes can be made by sending an email to congress@preferred.nl. In case of cancellation until two days prior to arrival, Preferred will ask for a service fee of €15 per room, and the hotel is entitled to charge according to its cancellation policy as advertised on the online booking tool.

**Group reservations (10 rooms or more)**
Group reservations for 10 rooms or more can only be made by email (congress@preferred.nl). The email must specify the number of rooms required, arrival and departure dates, room types (single or double), preferred hotel and/or location, and maximum room rate. A tailor-made offer will be sent to you within two working days of receipt of your request. This will include payment and cancellation conditions.

**Please refrain from contacting the EACR 2024 Congress Secretariat with queries related to accommodation, and instead contact Preferred Hotels directly.**

Please be aware of unsolicited contact or advertisements from accommodation providers and travel agents. Accommodation service providers or travel agents may attempt to contact participants and exhibitors or purchase search engine advertising, which makes them appear to be part of the Congress. Such companies may offer to book your registration, accommodation, or reduced-priced flights, claiming to be an official Congress partner or part of the “official housing unit”. Note that the EACR has no agreement or affiliation with these providers, and we recommend that you do not give any information to them.
5. VENUE PLANS, EXHIBITION FLOOR PLAN, AND LISTING

For EACR 2024, the main entrance for all Congress participants will be the venue’s main entrance, and Congress registration services will be provided in the Ahoy Plaza on the ground floor. The EACR 2024 exhibition and posters are in Halls 3 and 5 of Rotterdam Ahoy, also on the ground floor. Click here for a virtual tour of Rotterdam Ahoy.

The interactive floorplan of the EACR 2024 exhibition can be viewed here. The listing of confirmed exhibiting companies at EACR 2024 can be viewed here.

Hall information
- The standard building height for Halls 3 and 5 is 4 metres excluding rigging.
- Rigging is not permitted.
- The maximum floor load of Halls 3 and 5 is 1000 kg/sqm.

There are several utility ducts in the Halls. Electricity and/or internet will be connected to the closest, most beneficial duct.

Should you wish to order stand catering (provided by Ahoy), please visit the toddoo webshop or follow this link for the order form here Standcatering EACR Congress - Rotterdam Ahoy

6. VENUE ACCESS

Rotterdam Ahoy is excellently accessible by bus, metro, and train. From the Zuidplein bus and metro station, it takes just 5 minutes to walk to Ahoy. You may find the Moves app helpful for planning public transportation www.moves.nl.
7. STAND PACKAGES AND CONSTRUCTION FOR SPACE-ONLY BOOKINGS

When planning your presence at the EACR 2024 exhibition, please verify first if you have an all-inclusive stand booking or a space-only booking.

All-inclusive stand bookings include:

- Shell-scheme walls
- Dark grey carpet
- 1 counter with stool
- 1 table
- 2 chairs
- Brochure rack
- Electricity socket
- Lighting
- Fascia sign*
- Initial cleaning before opening

Note that one wall panel on a corner booth, or between two adjacent packaged stands, will be built at the standard height of 100 cm. If you have any questions about this, please contact the organisers via eacr@newway-management.com.

*Fascia header text and counter logo artwork are to be submitted together with official description and logo (see page 11).

Shell-scheme stand packages can easily be upgraded with additional graphics. There is a wide range of possibilities, from a simple logo printed on your fascia to full-colour slim-frame banners in various sizes. Purchase your preferred graphics in the web shop, then submit the digital files for graphics, and details pertaining the requirements of graphics here no later than 08 May 2024 here: Graphic submission. The files should be supplied in the correct format (PDF or AI/EPS) with a minimum of 100 dpi at actual size. Please contact EA for specific sizes of graphical elements available, or any assistance regarding graphic design: eacr@eaexhibitions.com.

Stand package furniture details

- ALBAREDO 70 080 - WHITE
- ASTI - ANTHRACITE
For space-only stand bookings:

Space-only bookings do **not** include any construction elements, furniture, electricity, or carpet. All elements of the stand are to be provided by the exhibiting organisation or must be ordered with the exhibitor contractor, EA exhibitions.

EA Exhibitions can help you transform your ideas into an unforgettable design which will contribute to the realisation of your objectives for EACR 2024. We are more than happy to accept proposals for custom stand designs. Please contact eacr@eaexhibitions.com for more information or a quotation.

Space-only exhibitors and contractors must read and comply with the EACR 2024 Congress Rules & Regulations in this manual, as well as the technical guidelines and the Safety Regulations of the Rotterdam Ahoy which you may find on the contractor portal. Please wait for approval on stand design by both EACR 2024 and EA Exhibitions before making final orders and arrangements. Exhibitors with a space-only booking must submit, by 01 May 2024, an exact statement, dimensions, and details of their stand as well as plans, descriptions, and any designs that require final approval by the EACR 2024 Congress management and EA Exhibitions. Companies who choose not to rent a stand module from EA Exhibitions but opt to plan with their own providers or stand builder must submit details to the EACR before making final orders and arrangements.

**Designs must be uploaded here by 01 May 2024:** [Stand Approval request](#)

The following documents must be received:

- Technical drawings (floor plans, perspective views, sectioned views), including ceiling plan with dimensions of the closed ceiling area(s).
- 3D visuals (front, side, top view).
- Building description specifying materials used.

When preparing your plans, please note the following specifications:

- The minimum height of the stand fitting (including graphics and column cladding) is 2.5 metres in height from the floor.
- The maximum height of any wall is up to 4 metres.
Space-only stand design requirements.

The stand design needs to be placed within the designated area and it is not allowed to place any stand material, construction, displays, or products in the aisles. Rigging is not permitted.

Raised floors cannot be higher than 5 cm without safety indication (indicating height) and a ramp must be installed so it is wheelchair accessible. Stands with three or fewer open sides are obliged to erect a wall (minimum height 2.5 metres) between themselves and any other neighbouring stand(s). A row stand requires walls on three sides (one back wall and two side walls), a corner stand requires walls on two sides (one back wall and one side wall), and a peninsula stand requires only one wall (one back wall). An island stand does not require any walls and is not allowed to have walls on the perimeter.

Walls that exceed the minimum height of 2.5 metres need to be finished properly on all faces. Exhibitors are responsible for ensuring that their contractor leaves any face of any such wall higher than 2.5 metres in a clean white and finished state (colour white with no graphics or logos). In addition, all cables etc. need to be properly hidden.

Floor covering is mandatory. Only approved carpet tape can be used. All tape must be removed at the end of the exhibition.

All main electrical installations are handled by the general contractor, EA Exhibitions. Technical facilities will come from the nearest utility channel/ducts on the floor, so please bear this in mind when designing your stand and when marking it on the grid form.

All stands shall be entirely self-supporting, without either hanging from the ceiling or being attached to venue walls. It is not possible to use shell-scheme walls from neighbouring stands for your own purposes.

The usage of products containing organic solvents is strictly forbidden. This includes contact adhesives, spray paint, paint with white spirits, or thinners with solvents.

All stand construction and decorative materials must comply at least with building materials Class B1 of DIN 4102 and/or Class B/C s1 d0 of EN 13501-1 (i.e., must be flame retardant and neither form toxic gases nor drip while burning).

If you have any questions based on the stand approval regulations, please do not hesitate to contact eacr@eaexhibitions.com.
8. COMPANY LOGO AND DESCRIPTION FOR EXHIBITOR DIRECTORY

All supporting organisations are invited to submit logos, address, and website along with a 60-word description for publication in Congress listings, app and on stand:

- Stand fascia header text (all-inclusive stands)
- Stand counter logo or artwork. Full-colour print, maximum size 95cm(W) & 85.5cm(H). Upload in print ready format (at least 100DPI).
- Company logo for Congress app. PNGG format and minimum 200 x 200 pixels (square format required).
- PDF exhibition directory (released in May)
- Listing on Congress web pages

Submit your company logo and description here by no later than 01 April 2024.

9. ADVERTISING, LOGO RECOGNITION ON MATERIALS, AND DISPLAY AREA

Organisations with specific advertising in Congress publications, or logo recognition on Congress materials, will receive detailed specs from New Way Management by 10 March 2024.

A general display area with tables will be made available in the registration area. Exhibitors are invited to place relevant promotional brochures, leaflets, flyers, etc. in the display area. Placing any such brochures, leaflets, flyers etc. in other areas used by the Congress is not allowed, except for at each company’s own stand space. Any brochures, leaflets, flyers, roll-ups, signage, etc. found in unauthorized areas will be taken away and discarded immediately.

If you are interested in opportunities to enhance your participation and feature your brand prominently throughout the Congress, please view available options here or reach out to the team directly to discuss.
10. FREIGHT HANDLING AND SHIPMENTS/STORAGE

Kristal has been appointed as the official freight forwarder, customs clearance agent, and drayage contractor for EACR 2024. It is their commitment to ensure your exhibits arrive on time and in good condition before the opening of the exhibition. Shipping guidelines and related forms are available via the external links below, and these documents will assist you in your preparation for the correct and timely dispatch of exhibits to Rotterdam. Please follow these instructions closely.

The range of services provided by Kristal includes:
- Transportation (national and international)
- Temporary and permanent customs clearance
- On-site handling, labour, and use of forklifts
- Labelling, removal, and storage of empty boxes and crates, to be returned to your stand upon closure of the exhibition
- Accessible storage for brochures and give-away items during the event
- On-site assistance & supervision

For queries, please contact:

Maria Papantoniou
Brucargo Building 734
B-1830 Machelen
Phone: +32 2 7514680
Email: maria.papantoniou@kristal-logistics.com

External links and forms:
- Shipping guidelines
- Material handling and freight information form (deadline 02 May)
- Stand contractor information form (deadline 02 May)
- Unloading/reloading for direct deliveries form (deadline 30 May)

It is not possible to store empties or boxes on the stand or in the exhibition hall. Daily storage of your handouts (i.e., prospects, flyers, magazines, give-aways, etc.) on the stand is allowed.
11. EXHIBITOR CONTRACTOR SERVICES AND TECHNICAL DETAILS

EACR 2024 entrusts EA Exhibitions as the designated exhibitor service company. As general contractor, our mission is to support exhibitors comprehensively, ensuring a seamless exhibition experience. We offer technical expertise on venue logistics, floorplans, electricity, and more.

EACR 2024 exhibitor portal
Through our centralised exhibitor portal, named Toddo, exhibitors can access a range of services in the web shop, including stand design, furniture, and graphics. The exhibitor portal provides you with all the details you will need for exhibiting at EACR 2024 at the Rotterdam Ahoy access the portal [here](#).

An email will be sent to you containing a link to access the exhibitor portal. Through the exhibitor portal you can access the web shop, where venue services, shell schemes, additional stand services, and decorations can be ordered. Furthermore, important downloads such as the exhibition floor plan, the exhibitor manual, invoices, or current orders can be found here. Note that if you have booked an all-inclusive stand, you do not need to order any of the items included, as listed on page 9. If you wish to order additional elements to the package, you will need to order these separately and can do so via the exhibitor portal.

The exhibitor portal works best on a desktop. In addition, we would advise using Google Chrome, as some features might not display correctly on other browsers.

Using an existing account:
If your organisation already has an account from a previous exhibition, please log in using your email and password. Please check if your profile information is still correct by going to the profile icon in the top right corner and pressing ‘Edit’. Check your company information, billing information, and VAT number. If your VAT number requires editing, please contact us at [eacr@eaexhibitions.com](mailto:eacr@eaexhibitions.com).

Start a new account:
Appoint a single contact person. This person will set up your account and be the owner of your organisation’s data. Have your billing details and VAT number handy. Click on ‘Create an account’. Fill in your contact details and click ‘Next’. On the following page, you will have opportunity to add your organisation’s details. Please note that the ‘Organization Email’ is where your invoices will be sent. As the last step, please approve the data protection form.

Web shop
Via the exhibitor portal Toddo, exhibitors can access the web shop. Here you will find all options broken into categories, such as technical installations and stand decoration. Add your items to your cart and proceed to the checkout. You can also request stand upgrades and services such as [security](#), [hostesses](#). Once you have selected on-request items, a member of the EA team will be in touch to find out more about your requirements. You can also email [eacr@eaexhibitions.com](mailto:eacr@eaexhibitions.com) about these directly.

All services can be ordered against regular prices until 08 May 2024. After that date, late fee surcharges apply. The web shop closes on 19 May 2024.
Graphics
Shell-scheme stand packages can easily be upgraded with additional graphics. There is a wide range of possibilities, from a simple logo printed on your fascia to full-colour slim-frame banners in various sizes. Purchase your preferred graphics in the web shop, then submit the digital files for graphics, and details pertaining the requirements of graphics here no later than 08 May 2024: Graphic submission.

The files should be supplied in the correct format (PDF or AI/EPS) with a minimum of 100 dpi at actual size. Please contact EA for specific sizes of graphical elements available, or any assistance regarding graphic design: eacr@eaexhibitions.com.

Exhibitor service desk
A separate exhibitor service desk will be available during build-up and dismantling times and at limited times during exhibition opening hours, which will be operated by EA Exhibitions and Kristal. Exact location and opening times of the desk will be communicated shortly before the Congress.

This exhibitor service desk will allow you to get support relating to setting up your stand, planning services with Kristal (the official freight forwarding partner), and ordering additional facilities and various exhibition services with EA Exhibitions

Internet & Wi-Fi
A general Wi-Fi network will be available in all public areas. If it is essential for you to ensure the highest capacity and accessibility for services, e.g., business applications, a fixed network connection is recommended. There are different options for cabled internet on the stands, which can be ordered via the web shop Toddoo. A personal Wi-Fi network is not possible or allowed, as building your own network can interfere with the overall network. The venue reserves the right to shut down networks that cause interference or disruption. If you have any special requirements, please contact us via eacr@eaexhibitions.com.

Safety & Fire Regulations
- Sprinkler systems, fire alarms, fire extinguishers, smoke detectors, mechanisms for closing exhibition hall doors, and other pieces of safety equipment, their signs, or markings, shall be kept free from obstructions and their operation must not be impaired so that they are clearly visible, identifiable, and always fully functional.
- Escape routes shall always be kept clear.
- Emergency exits should not be obstructed, obscured, have anything hung over them, or otherwise be rendered unrecognisable.
- Aisles and walkways shall not be constricted by objects deposited herein or extending into them. All exhibits and furniture must remain within the allocated booth area. Items must not be placed in aisles.
- Smoking is only permitted in designated areas outside Rotterdam Ahoy and is not permitted at all within the Congress venue.

If you require help at any point with the portal or its services, you can contact a member of the EA team to help you at eacr@eaexhibitions.com.
12. EXHIBITOR REGISTRATION AND ACCESS

Exhibitor badges with company name and/or individual name
Only exhibiting companies are entitled to exhibitor badges. Each standard exhibition stand (9 sqm) includes 2 free all-access passes. Badges will include the company name only and may be shared among staff attending on different days. Personalisation of badges is possible (see below); however, personalised badges cannot be shared with other staff members.

Personalisation of badges and ordering of additional exhibitor badges
If you wish to personalise your allocated free passes, please send the names to be displayed on the badges by email to eacr@newway-management.com before 29 April 2024. No personalised passes beyond the number allocated (2 passes per 9 sqm) can be provided.

If the number of free exhibitor badges is insufficient, extra badges may be purchased. To order additional exhibitor badges, please send the following details to eacr@newway-management.com.

- The number of additional badges you would like to purchase.
- The first and last name(s) and email addresses for each additional exhibitor representative.
- The full names of representatives receiving other badges, if not already provided.

The deadline to order additional exhibitor badges is 27 May 2024 and payment for these must be received prior to the Congress. The cost of each additional exhibitor badge is €150 + VAT and payment can only be made by credit card (Visa/Mastercard). Additional exhibitor passes do not have access to the scientific programme. If full conference access is required, the standard registration fees apply. Exhibitor badges purchased on-site must be paid for directly at the exhibitor registration desk by credit card.

Exhibitor badge collection
All exhibitor badges should be collected from the registration desk by the official contact person. They are not sent out to company offices prior to the Congress.

Lost and unused badges
Lost badges cannot be reprinted. In this case, a new e-badge must be ordered at applicable registration fees. Unused badges will not be credited, regardless of circumstances.

Registration desk
Below are the opening times for the registration desk, where you will be able to collect your badge(s). The registration desk is in the Ahoy Plaza at the main entrance.
Sunday 09 June 15:00–20:00
Monday 10 June 08:00–20:00
Tuesday 11 June 07:30–19:00
Wednesday 12 June 07:30–19:00
For safety, only those individuals directly responsible for the **construction** and **dismantling** of exhibits will be permitted in the exhibition areas during the setup and dismantling periods. To this end, working passes will be given out by the official logistics partner at the freight entrance during setup and dismantling phases. Working passes are valid during the build-up period from Sunday 09 June at 08:00 until Monday 10 June at 10:00, and during the dismantling period on Wednesday 12 June from 20:30 until 23:59.

All individuals working on the construction and dismantling of exhibits will receive their working passes upon arrival at the checkpoint in the loading bay. Individuals without badges/working passes will not be allowed into the exhibition area(s). It is the responsibility of the exhibitor to ensure that all staff, visitors, stand personnel, etc. are fully briefed about this restriction. No exceptions will be made and neither the EACR nor New Way Management will be held responsible for any loss suffered by the exhibitor because of such an oversight.

Registered exhibitors may access the exhibition area(s) during set-up and dismantling times by showing their exhibitor badge at the entrance.

Under no circumstances can individuals carrying only working passes access the exhibition from Monday 10 June after 10:00 until Wednesday 12 June at 20:15.

Individuals with stand build-up and dismantling passes who also need access to the exhibition between these times must wear a valid exhibitor badge.
13. EventLead: advanced lead retrieval for exhibitors

BEFORE THE CONFERENCE
- Order COVR Lead Retrieval Services through the link on page 19. A €100 discount is applied until 12 May.
- You have the possibility to order the EventLead Application with an ELO 50 device or an iPad.
- Your order includes the rental of a state-of-the-art barcode scanner that can be plugged into your ELO 50 device or iPad and guarantees the highest possible performance in barcode scanning.
- After receiving your order, we will send you a username & password by e-mail to login to the EventLead portal as well as an activation code to activate the EventLead app.
- You will also receive a user manual with a step-by-step explanation of how to use the EventLead portal & App before, during & after the Congress.

BEFORE & DURING THE CONGRESS
- Once you are logged in to the EventLead portal, you can start setting up your qualifiers (products, services …).
- The onsite COVR crew will make sure your qualifiers and all delegate information are available on your ELO 50 device or iPad.
- Your qualifiers and delegate database will automatically be synchronized onsite (provided the device has Wi-Fi / data access).
- Your qualifiers can be updated at any time.

DURING THE CONGRESS
- After having entered the activation code, the device is ready for use!
- No Wi-Fi / data is needed for the actual scanning onsite.
- After scanning a badge, you will see all available delegate data on your device.
- If needed, you can add more data or even make changes to the presented delegate data.
- For each scan you can select your qualifiers and additional comments.
- You remain in full control of all your scanned leads.
  - At any moment you can display any scan you made with your device and make changes.
- Lead data will be synchronized continuously with EventLead Server if Wi-Fi / data is available.
- At the end of the Congress, you return the barcode scanner as well as the iPad or ELO 50 device.

DURING & AFTER THE CONFERENCE
- Once you synchronized all your leads with the EventLead portal you can:
  - export them from the portal and
  - start using the information gathered to optimize your sales efforts.
- Your lead data will remain available on the EventLead portal after the congress for 6 weeks.
Terms, conditions, and pricing

- **Order deadline:** After the ordering deadline of 02 June 2024, COVR does not accept orders automatically but will confirm acceptance upon availability. For orders until 12 May 2024, a €100 discount will be applied.

- **Rental rates** are per EventLead Set and include a high-performance barcode scanner (iScan), an iPad or ELO 50 device, and the EventLead software with an unlimited number of scans.

- **Terms of payment:** Upon receipt of order, an invoice representing the total amount due (quoted prices are net, excluding Belgian VAT of 21%) will be sent by COVR. Payment must be made by credit card via Ingenico after you’ve placed the order online.

- **Cancellation:** Orders can be cancelled until 12 May 2024 without any fees. After 12 May 2024, a 50% cancellation fee applies.

- **Pick up/Return:** The rented EventLead equipment must be collected from the exhibitors’ service desk. The hours of collection will be communicated at a later stage. Exhibitors are responsible for the proper use and safe keeping of their scanner and device, and will pay for any damage incurred during the rental. EventTrack symposium scanners must be picked up one hour prior to the symposium and returned immediately following the end of the symposium.
  
  - Items not returned on-site must be sent by courier to COVR bvba (Kleinhoefstraat 11/2, 2440 Geel, Belgium) within 5 working days after the last day of the Congress. The cost of lost, damaged, or not completely returned hardware will be €500 per scanner, €300 per ELO 50 device, and €1,000 per iPad.

- **Data retrieval and protection:** Each lead will contain the contact information as provided by the participant or the group registration contact person on the registration form (name, full address, telephone, email, and lead codes). Hence the quality of the delegates’ contact details – collected by the organiser - will ultimately define the quality of the information you receive. Neither the EACR nor COVR can be held liable for incorrect data.

The company renting the scanners hereby agrees to respect the EACR data privacy policy imposed. The EventLead application will display the available information immediately after scanning and give you the opportunity to add extra data on the spot.
EventLead pricing

<table>
<thead>
<tr>
<th>Description</th>
<th>Orders until 12 May 2024</th>
<th>Orders made 13 May-02 June 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental of EventLead scanner set with ELO 50 device</td>
<td>€475</td>
<td>€575</td>
</tr>
<tr>
<td>Rental of EventLead scanner set with iPad</td>
<td>€725</td>
<td>€825</td>
</tr>
<tr>
<td>Rental of EventTrack symposium scanner (2hrs rental)</td>
<td>€375</td>
<td>€475</td>
</tr>
<tr>
<td>Rental of API/Webservice for integration with own app</td>
<td>€425</td>
<td>€525</td>
</tr>
<tr>
<td>Cancellation fees</td>
<td>0%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Prices excl. 21% Belgian VAT.

**Please use this link to place your order**

Orders can only be placed online and require payment by credit card. After acceptance of your order, COVR will send you a confirmation and invoice.
14. CONDITIONS RELATED TO STAND ACTIVITY AND PROMOTION

**Activity**
The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services.

**Animals**
Animals are not allowed in the exhibition and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted; please advise the organisers upon entry to the venue.

**Audio and visual activities**
The projection of films and slides, any amplification with the aid of loudspeakers, the production of music and/or sound, as well as the use of lighting, computer monitors, and television screens is acceptable within the stand space as long as no disturbance to other exhibitors is caused. Sound and lighting effects should be contained within each stand area. If the conference organisers consider that a disturbance is being caused, the exhibitor is to halt the activity immediately. If this is not done, the organisers reserve the right to make the necessary arrangements at the expense of the exhibitor. Refusal to lower the sound level or abandon an activity upon request will be considered a violation of these regulations. Licensing for copyrighted work is the sole responsibility of the exhibitor.

**Children**
Children under the age of 16 are not permitted in the Congress venue. Exhibitors and their agents are advised that their staff must be over the age of 16 and legally employed within a European country.

**Company description/listing**
Each exhibiting company will be listed on the Congress website. Listings include the company name, exhibition stand number, and company description, provided this information is sent to the organisers by **01 April 2024** (see page 11).

**Giveaways**
Notwithstanding the legal responsibilities of each exhibitor at their own stand, the organisers have accepted the policy that small giveaways are acceptable at the exhibition with a maximum retail value of €10. The distribution of giveaways should be low-profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.
Giveaway items should:

• Be legal in the Netherlands, in terms of the item itself and the product it advertises.
• Not exceed a value of €10 – proof of value must be provided if requested by the organisers; failure to do so will be considered a violation of these regulations.
• Be safe for the user and not endanger the health or reputation of Congress participants or the organisers.

Distribution or display of materials by an exhibitor or its agents is limited to:

• The company’s exhibition space only.
• The on-site ‘display area’, which will be specially set up for that purpose and marked as such.

In the case of printed material, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles. Scientific claims should be based on accepted evidence. The organisers’ decision on such matters will be considered final.

Photography and filming

The use of photographers, portrait artists, or other performers is not allowed without the written permission of the organisers. No part of the venue or exhibition may be photographed or filmed without the permission of the organisers or of the exhibitor in question. The exhibitor is entitled to photograph or film their own exhibition stand during exhibition hours. The organisers are entitled to photograph, draw, or film the installations and stands, as well as the exhibits thereon, and to use these reproductions in its publications and in the press.

Prohibited activities

Exhibitors are not allowed:

• To display/use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to conference visitors.
• To sell goods or to receive money in any way for goods sold/offered for sale or for services rendered.
• To affix sold tags to goods on display during the exhibition.

Promotion rights

The use of any Congress branding and visuals is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from the organisers.

The exhibitor is entitled to use the Congress logo on their own invitations and promotional documents directly related to their participation in the exhibition. The Congress logo can be downloaded here: 2024.eacr.org/promote-the-congress. Only the official logo can be used. A print proof is required by the organisers for authorisation before printing. The unauthorised use of the Congress logo is strictly prohibited.
Quizzes and activities with winners
Only quizzes of a scientific nature can be held at the stand. Such activities must be approved by the organisers. Interactive technology-based quizzes may be accepted provided their focus remains scientific and they have no negative impact on the exhibition area or other rules within this document.

Quizzes may be operated at any time during the exhibition opening hours, provided the focus is on the scientific content presented at the exhibit. Each exhibitor must declare all prizes in advance with a description. If the purchase value of a prize is questioned, each exhibitor is expected to show proof of purchase value, either before or during the Congress.

Special effects
‘Special effects’ such as lights, lasers, sound, and/or video projection/recording on the stand will only be allowed when the effect is limited to the stand area rented and providing that there is no health or safety risk. Written permission for such from the organisers must be granted.

Staffing
The space assigned to the exhibitor shall be staffed during the setup, opening, and dismantling periods. The exhibitor shall make sure that either they or a person authorised by them is always present at the site. Unattended stands are a security risk to the exhibitor and, during open periods, are discourteous to delegates, fellow exhibitors, and the Congress. This will be considered a violation of regulations.
15. CONDITIONS OF PARTICIPATION AND CODE OF PRACTICE

Congress exhibitors and their subcontractors are bound to follow these General Conditions of Participation while on the premises of the Rotterdam Ahoy.

Congress and exhibition layout
The organisers reserve the right to deviate from the stand confirmation and to allocate a stand in a different location, to relocate a stand, or to close entrances and exits in the Congress venue.

Stand relocation
The organisers reserve the right to make changes to the layout of the exhibition, including changes to stand assignment, if unforeseen circumstances make this necessary. Alterations to the agreement will only be made after mutual consultation. If in such cases the interests of the exhibitor are unreasonably impaired, the exhibitor may withdraw from the contract in writing within 1 week of receipt of notification of the type of alteration. The organisers accept no responsibility for any damage which may result from such changes.

Subtenants and other represented companies
Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not permitted. This applies equally to companies with products or services aligned to a registered exhibitor. Should a registered exhibitor wish to exhibit in association with another organisation, the organisers will endeavour to offer additional exhibit space, where available, under normal conditions of sale. If an exhibiting organisation has multiple corporate entities but shared ownership, the organisational relationship must be made clear to delegates. Transfers – even in part – of the rights and obligations arising from the rental contract to third parties is not permitted.

Security and insurance
Neither the organisers nor their contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organisers nor their contractors shall be responsible for the loss, damage, or destruction by any cause of the exhibits or other property, or for loss, damage, or injury sustained by any exhibits or any other persons.

The exhibitor shall indemnify the organisers and their contractors to third persons in the event of any act or omission of the exhibitor, staff, agent, or personnel hired on a temporary basis to staff the exhibition stand. Since the organisers and their contractors will accept no responsibility for any of the foregoing matters, the exhibitor should take out insurance to cover any loss due to theft or negligence, damage, injury, or liability. The exhibitor agrees not to pursue the organisers for any risks.

Mandatory Codes of Practice
Participating companies must abide and adhere to applicable codes to their line of business and industry standards:
- IPHA
- EFPIA
- MEDTECH EUROPE
- IFPMA
- COCIR
- EACCME

In all cases, exhibitors are responsible for ensuring that their promotion during the conference is legally and ethically acceptable in Rotterdam and the Netherlands.
16. GUIDELINES RELATED TO EXTERNAL ACTIVITIES

Unofficial industry symposia
Companies are not permitted to organise unofficial industry symposia or similar corporate events that are open to and free for the general Congress participants to attend, either on- or off-site. Unofficial industry symposia or corporate events may not take place during the period extending from the start of the first sessions at 10:30 on Monday 10 June 2024 until and including the end of the last hour of the Congress on Thursday 13 June 2024 at 13:30.

Social events
Companies and organisations are welcome and encouraged to organise social networking events such as dinners and receptions during the framework of the Congress, but these social gatherings may not be organised in parallel with any of the scheduled scientific Congress sessions.

Closed meetings
Limited meeting space is available at the Congress centre as part of the EACR 2024 space allocation to organise smaller closed business meetings such as (advisory) board meetings, investigator meetings, etc. Small (closed) meetings may take place in parallel with official Congress sessions provided they do not convene large groups of people. The guiding principle of this policy is to avoid attendees missing Congress scientific sessions. These meetings may only be attended by invited participants and may not be open to general Congress participants.

Meeting rooms
Where available, meeting rooms can be booked through the EACR 2024 Congress Secretariat. For rental costs or to book a meeting room, reach out to eacr@newway-management.com.