



10-13 June 2024

Rotterdam

Netherlands

ANNUAL CONGRESS OF THE
EUROPEAN ASSOCIATION FOR CANCER RESEARCH

**INDUSTRY SYMPOSIA
MANUAL**

Dear EACR 2024 Partners,

We are pleased to provide you with the EACR 2024 Industry Symposia Manual.

Enclosed you will find detailed information on key dates, contact details, order forms, and various additional facilities and services for the organisation of your symposium 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 staff concerned in your company, as well as all third parties involved on your behalf.

If you have any queries regarding the 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 EACR 2024 is a fruitful and successful event for all stakeholders.

We look forward to seeing you in Rotterdam and wish you an enjoyable Congress!

Kind regards,

EACR 2024 Team.

Your company + our audience
better science



2024.eacr.org

TABLE OF CONTENTS

1. IMPORTANT DATES AND DEADLINES	PAGE 4
2. CONTACTS AND SERVICE PROVIDERS	PAGE 5
3. PLANNING YOUR INDUSTRY SYMPOSIUM (A-Z Practical Guide)	PAGE 6
4. PROMOTING YOUR INDUSTRY SYMPOSIUM	PAGE 11
5. CODE OF PRACTICE	PAGE 13
6. EVENTLEAD: ADVANCED LEAD RETRIEVAL	PAGE 14
7. HOTEL ACCOMMODATION	PAGE 17



1.IMPORTANT DATES AND DEADLINES

Please take note of these deadlines:

05 May 2024	Deadline to request changes to the standard symposium room set up or equipment
08 May 2024	Deadline to order decorator services (EA Exhibitions) at regular prices
10 May 2024	Deadline to submit final symposium programme for publication (web, app, program)
12 May 2024	Deadline to order EventLead scanners with €100 discount
13 May 2024	Deadline to order catering services for symposia
13 May 2024	Deadline to submit symposium description and content related to the one-time email invitation
19 May 2024	Deadline to order services, (the web shop closes after this date)
27 May 2024	Deadline for receipt of payment for registrations made at regular rate
27 May 2024	Deadline to personalise exhibitor badges or order additional exhibition or symposium-only passes
27 May 2024	Deadline to request symposium rehearsal timeslot
02 June 2024	Deadline to order EventLead scanners
02 June 2024	Deadline to revise any catering orders for symposia
10-13 June 2024	EACR 2024 Congress (Industry Symposia 10-12 June)

2. CONTACTS AND SERVICE PROVIDERS

Congress Secretariat and Organiser:
New Way Management



Email: eacr@newway-management.com

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

Decorator services:
EA Exhibitions



Email: eacr@eaexhibitions.com

For exhibition stand service orders, use your login for the Toddo web shop (see exhibitor manual)

Accommodation:
Preferred Hotel Reservations BV



[Accommodation | EACR2024](#)

Email: congress@preferred.nl

Audio-visual services
ACS audiovisual solutions



email eacr@newway-management.com

Catering and venue
Rotterdam Ahoy



Ahoyweg 10
3084 BA Rotterdam
The Netherlands

Email: meetings@ahoy.nl

Lead retrieval
COVR



Email: cmOffice@netropolix.be

3. PLANNING YOUR INDUSTRY SYMPOSIUM (A-Z Practical Guide)

Access

Access prior to your symposium

- Companies have access to the Speaker Preview Room during operation hours before their session to upload presentation file
- Companies will only have access to the assigned session room **15 minutes** before the scheduled start time of the symposium.
- Companies must adhere to the indicated start and end times of the scheduled symposium and vacate the room immediately after the symposium ends.
- Extensions beyond the assigned timings are **not allowed under any circumstances**. Session rooms are used 'back-to-back', with only 15 minutes' transition time.
- All staff involved in the operation of the symposium (staff, technical crew, speakers, etc.) and everyone attending the symposium must wear an 2024 EACR badge. See 'Badges' below for details.

Access for participants

- All symposia must be open to all duly registered EACR 2024 Congress participants with access to programmed sessions.

Access after your symposium

- The session room must be completely vacated immediately after the end of the symposium. Companies are responsible for removing all of their own materials and waste from the room.

Audio-visual support and technical equipment

The industry symposia rooms are in use for the main EACR 2024 Congress programme sessions and are used back-to-back throughout the Congress. Audio-visual equipment provided includes sufficient audio equipment (lectern and speaker desk microphones, slide advancer, preview monitor, amplification, projection, stage, room lighting, and technical support) to run the session. Any alterations to the equipment provided is strongly discouraged. Requests for specific or additional equipment must be made to the EACR 2024 organisers by **15 May** for their review. Any related costs are to be covered by the industry symposium organiser.

Badges (symposia-only)

Industry symposia organisers, speakers, and any other persons needing to access the room for the industry symposium only, will need a temporary badge. The deadline to send the complete list of names for Industry Symposium Organiser Badges is **27 May 2024**.

- A maximum of 5 **complimentary symposium-only** badges are available for each company organising an industry symposium.
- This badge gives access to the session room where the industry symposium is being held and the Speaker Preview Room only. These badges **do not** grant access to the EACR 2024 Congress Scientific Sessions, the exhibition and poster areas, or other activities.
- A full list of names requiring these badges must be sent to eacr@newway-management.com.
- These badges will be available at the registration desk on the day of your symposium.

Catering arrangements



To encourage attendance, industry symposia organisers are strongly encouraged to organise and advertise breakfast or lunch service as part of their symposium activity. Catering must be ordered exclusively with Rotterdam Ahoy Catering Service. Their terms and conditions apply.

The deadline to order catering is **13 May 2024**. Orders may be adjusted up until 7 working days prior to the order date of the service.

Space for catering service will be allocated just outside the session room entrances. This space cannot be used for entertainment, poster displays, presentations, or any other promotional purposes but only to distribute lunch bags or for the service of food and beverage items.

Catering service space and the food and drinks offered therein, must be open to all registered participants who are interested in attending the industry symposium for which it is available. From experience, the EACR finds that distributing lunch boxes or bags outside the room just before entering the session room works best and is preferred by participants. For other options, we invite industry symposium organisers to contact Rotterdam Ahoy Catering Service. It is not allowed to serve alcohol before, during, or after a symposium.

All questions related to catering must be directed to Rotterdam Ahoy Catering Service (meetings@ahoy.nl). Ahoy Catering Service may accommodate your wishes, so please reach out to them for a bespoke offer. See below for a suggestion and price indication of a standard breakfast and lunch service.

BREAKFAST (minimum 20 guests)

We present a delicious breakfast in or in front of your meeting room.

a fresh croissant | a tub of butter | a jar of jam
a sandwich | an apple or banana
a bottle of fresh orange juice

Price per person

€ 14,50

LUNCH option 1 (minimum 20 guests)

We present a delicious lunch in or in front of your meeting room.

waldkorn roll with mature cheese and piccalilli mayonnaise
wrap with grilled vegetables and spicy hummus or a vegetarian pasta salad
vegan cereal bar and a Jonagold apple
bottle of water or a bottle of fresh orange juice

Price per person

€ 17,50

Decoration and branding

The lectern and speaker desk will have EACR 2024 Congress branding. Request for decorative elements and specific branding or stage elements must be made to the EACR 2024 organisers by **05 May** for their review. If permitted, branding must be ordered through the official decorator and any related costs are to be covered by the industry symposium organiser. All branding must be removed immediately at the end of the industry symposium. Company-branded roll-up banners may be placed at the session room entrance on the morning of the the day of the symposium but must be removed immediately after the symposium.

Exhibition stand

To host an industry symposium, an exhibition stand booking of minimum 9 sqm is required. Cancelling your exhibition space will automatically result in the cancellation of your Industry Symposium.

Faculty arrangements (registration, accommodation, travel)

It is the responsibility of industry symposia organisers to arrange registration, accommodation, and travel for their invited faculty. Invited speakers who are part of the EACR 2024 Scientific Programme and who will be receiving commercial sponsorship by being part of an industry symposium may not claim complimentary accommodation, nor will they be eligible for travel reimbursement as per the EACR policy. Industry symposia speakers will not receive complimentary Congress registration, and symposia organisers should ensure that faculty and speakers are duly registered to the full EACR 2024 Congress if this is desired (see 'Badges' section for further details).

Presentations (PPT)

All presentations are held in Microsoft PowerPoint on a PC running Windows. If you are using different software (example: OpenOffice, PowerPoint for Mac, Keynote) **please make sure your presentation is converted to Microsoft PowerPoint for Windows PCs** before uploading it to the presentation management system (see 'Speaker Preview Room' section for more details). Presentations provided as Acrobat PDFs or Word, Keynote, or Prezi documents **will not be** accepted. Connecting your own laptops, iPads, (MAC or PC) to run presentations in the Congress rooms will not be allowed.

Speakers are requested to respect the scheduled symposia timeslot to guarantee the smooth running of the Congress programme.

Presentations will run on PowerPoint with a resolution of 1920 x 1080 pixels. This is a 16:9 format and not a 4:3 format. If your presentation is in the 4:3 format, the presentation will have black stripes on the left and right of the screen; see difference on screenshot below.



Presentations should be prepared in PowerPoint 2013, 2016, or 2019. Page should be set to landscape orientation with high-contrast lettering and readable fonts (minimum font size = 24; high-contrast colours = light text on dark background or vice versa). A maximum of 7 lines/slide and 5 words/line will improve the communication value of your slide. Avoid using timer-controlled transitions in your PPT (transitions that will switch to the next slide automatically after x seconds or minutes). This will interfere with the available cue & slide advancing system and cause confusion during your talk.

Programme approval/final programme

Your submitted programme has been approved by the Scientific Committee and may not be changed without prior approval from the EACR 2024 Scientific Committee. 'Changes' here refers to any amendment to the title, presenter, faculty in attendance, or content of the presentation. The approved programme will be published in the Congress searchable programme.

The programme of all industry symposia will be published in a dedicated section of the official Congress website, the Congress mobile app, and the printed pocket programme. A final programme including the content to be published must be sent by **10 May 2024** (eacr@newway-management.com). Abstracts related to industry symposia are **not** published.

Set up

The industry symposia rooms are in use for the main EACR 2024 Congress programme and are used back-to-back throughout the Congress. The rooms will be set up in theatre style with a stage of sufficient size related to the capacity of the room. The stage will be set up with lectern and a head table. Changes to the general setup are not possible.

Speaker Preview Room

Industry symposia organisers must use the available Congress network and presentation management systems. The below information is important to review:

The speaker room is in meeting room **Port 8 on the 3rd floor**. Staff or appointed crew in the Speaker Preview Room will collect and manage presentations and will distribute all presentations to the assigned lecture rooms. This method guarantees presentations can be checked, resulting in a higher quality of projection and a quicker and smoother running of the presentations.

All PowerPoint presentations must be uploaded in the Speaker Preview Room at least two (2) hours before the beginning of the Industry Symposium.

In the Speaker Preview Room, a technician will help upload presentations into the central Congress network. When the transfer is complete, the technician will perform a quick run-through of the presentation with the speaker or your representative. The speaker or your representative may also use the room and the facilities provided for a presentation review or to make last-minute changes before final upload.

In each session room, the technical crew will launch each presentation at the right time using the computer connected to the presentation management system. When the presentation is launched, the speaker will have full control and can navigate with a remote slide-control device.

No modifications to presentations can be made once uploaded.

The Speaker Preview Room may only be used for slide reviews; it may not be used by industry symposium organisers to conduct full faculty preparation meetings or rehearsals.

Staff

Hospitality staff will be available in the session room to provide any assistance to you or your symposium faculty. Hospitality staff will monitor the room set up, cleanliness, health, and safety, and assist the audience where needed at the entrance. For any specific additional tasks needed by the symposium organisers, such as handing out flyers, additional staff can be ordered by emailing meetings@ahoy.nl.

Technical rehearsals

Session rooms can only be accessed 15 minutes before the start of each symposium. We may facilitate a technical rehearsal of 30 minutes only. Rehearsal slots are available as per below and bookings (one rehearsal per company, first-come first-served) can be made by e-mailing eacr@newway-management.com before **27 May 2024**. Please insert "EACR 2024 Industry Rehearsal" as the subject of your email.

Monday 10 June 2024		Tuesday 11 June 2024	
Rotterdam Room	Port Room	Rotterdam Room	Port Room
09:00-09:30	09:00-09:30	17:00-17:30	17:00-17:30
09:30-10:00	09:30-10:00	17:30-18:00	17:30-18:00
15:30-16:00	15:30-16:00	18:00-18:30	18:00-18:30
16:15-16:45	16:15-16:45		
17:00-17:30	17:00-17:30		
17:30-18:00	17:30-18:00		

4. PROMOTING YOUR INDUSTRY SYMPOSIUM

Bag insert/invitation

EACR 2024 Congress bag inserts inviting participants to your symposium are only allowed if the bag insert option has been booked separately and is fully paid. Bag inserts will be included in the Congress bags available to each registered participant. The inserts can be a flyer or something more creative, such as a voucher encouraging symposium attendance or visits to your exhibition stand. Inserts can be maximum of 2 pages of A4 (4 sides) and inserts are limited to 10 companies. Material should be produced by the sponsor, approved by the EACR, and made available to the organisers in Rotterdam on the date and before the time specified by the Congress organisers. The EACR encourages inserts to be printed in the most sustainable fashion (recyclable paper, environment-friendly ink, etc.) as much as possible. Industry symposium organisers should refrain from leaving unused invitations or leaflets at the Congress venue. In the instance of non-adherence to this rule, a fee will be charged for removal.

Display table/flyers

A display table is available in the registration area for organisers to deposit flyers or printed materials. The EACR discourages the use of printed materials as much as possible and encourages a reduced footprint.

Promotion rights

Companies are encouraged to promote their involvement in the Congress. Information on promotions and materials is available on the EACR 2024 web pages [here](#).

Symposia organisers are entitled to the use of the Congress logo on invitations and promotional documents directly related to their industry symposium. The Congress logo can be obtained in electronic format from the organisers. Only the official logo can be used. A design proof is required by the organisers for authorization before printing. The unauthorized use of the Congress logo is strictly prohibited.

Promotion: use of EACR 2024 Congress name

The sponsoring company will ensure that all publications and invitations referring to their industry symposium mention 'Official EACR 2024 Sponsored Industry Symposium' to avoid any confusion or reference to the official scientific programme.

Promotion: use of EACR 2024 Congress logo

The congress logo is available on the EACR 2024 web pages [here](#) to help sponsors to promote their industry symposium. It is important that the elements of the logo remain consistent. Companies may not attempt to redraw the lettering or the drawing or alter the relative position of these elements and must only use the Congress logo as provided. Before reproducing the Congress logo, we request that a print proof is sent to eacr@newway-management.com for approval. The unauthorised use of the Congress logo is strictly prohibited.

Promotion: industry symposia email to participants

The EACR will distribute a one-time email promoting industry symposia to all registered delegates. Content and artwork for this e-blast must be submitted to eacr@newway-management.com by **13 May 2024**. The EACR will schedule the email to be sent in the week before the Congress.

You may submit content to promote your symposium through this mailing, respecting the following specifications:

- Promotional text of **maximum 100** words
- Maximum one link to a website relevant to your symposium programme
- Maximum one image/visual/banner of max. 728 pixels wide and 90 pixels high

Failure to submit content by the given deadline, or according to the specs given above, will mean your company will not be included in the mailing.

The recipient list for the email blast includes all EACR 2024 registered delegates and is put together using the contact information provided by consenting participants or the group registration contact person on the registration form. The quality of the data as provided by delegates and group coordinators will ultimately define the number of recipients. Only the EACR will handle the mailing and industry symposium organisers will **not** receive a mailing list with contact details of EACR 2024 Congress participants.

The link used in the promotion text for the industry symposium mailing (see above) may also be included on the EACR 2024 Congress website and on the industry symposia programmes in the online searchable programme.

Posters or roll-ups at the Congress venue

- A board to fix one (1) poster will be made available to each symposium organiser in the registration area, to be used to announce their industry symposium. The poster dimensions should be maximum A0 size (118.9 cm high x 84.1 cm wide (portrait format)); the poster can be affixed using adhesive tape or Velcro. Alternatively, you may bring a self-standing banner (roll-up) if the dimensions are approximately the same as the poster board provided. It is the industry symposium organizer's responsibility to mount this poster or place the roll-up appropriately and to remove it after the symposium.
- A board to fix one (1) poster will be made available immediately outside the symposium room on the day of the session, to be removed immediately after the end of the symposium. Your poster dimensions should be maximum A0 size (118.9 cm high x 84.1 cm wide (portrait format)); the poster can be affixed using adhesive tape. Alternatively, you may bring a self-standing banner (roll-up) instead of producing a poster to fix on the structure, if the dimensions are approximately the same as the poster board provided.

For these two (2) posters boards, companies must hang and take down posters themselves. Signposting or advertising the symposium at the Congress venue, other than from the exhibition stand and the locations noted above, is strictly prohibited. This includes distribution of flyers in unauthorized areas.

5. APPLICABLE CODE OF PRACTICE

Mandatory Codes of Practice

Participating companies must abide by and adhere to the applicable codes to their line of business and industry standards:

- [EFPIA](#)
- [MEDTECH EUROPE](#)
- [IFPMA](#)
- [COCIR](#)
- [EACCME](#)

In all cases, exhibitors are responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in Rotterdam and the Netherlands.

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.

Animals

Animals are not allowed in the exhibition or in industry symposia. Trained guide dogs for those with visual impairments are permitted; please advise the Congress organisers about this upon entry to the venue.

6.EVENTLEAD: ADVANCED LEAD RETRIEVAL

ORDER

BEFORE THE CONGRESS

- 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.

CONFIGURE

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.

SCAN &
MANAGE

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.

DOWNLOAD
& EXPLOIT

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

Orders until
12 May 2024

Orders made
13 May-02 June 2024

Rental of EventLead scanner set with ELO 50 device	€475	€575
Rental of EventLead scanner set with iPad	€725	€825
Rental of EventTrack symposium scanner (2hrs rental)	€375	€475
Rental of API/Webservice for integration with own app	€425	€525
Cancellation fees	0%	50%

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.

5. 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.

[Click here to book your accommodation](#)

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.

