



Dear Partners,

On behalf of ECCO – the European CanCer Organisation, we are pleased to forward you the European Cancer Congress 2015 (ECC 2015) Exhibitor Service Manual.

Enclosed you can find detailed information on key dates, contacts, order forms and various additional facilities and services for the organisation of your exhibition stand and/or satellite symposium.

Thank you for observing the deadlines, rules and regulations in this manual. Some of them are new since the European Cancer Congress 2013 in Amsterdam; we therefore kindly ask to take the time to go through the whole manual once.

Please share this information with staff in your company and all third parties that may be involved with you in ECC 2015. This manual is also available online on www.ecco-org.eu

If you have any further queries from the above, please do not hesitate to contact me.

We very much look forward to seeing you in Vienna in September and wish you a successful preparation to the Congress!

Best wishes,

On behalf of ECC 2015 operations team,

Emilie Fillod
Congress Coordinator



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KEY DATES & DEADLINES

19 May 2015	Deadline to submit all Industry Sponsored Sessions draft programmes
22 May 2015	Deadline for exhibiting companies to submit company profile and logo for online publication (ECC2015 website and ECC 2015 app)
12 June 2015	Deadline to book accommodation (Official housing agent: Mondial)
07 July 2015	Deadline to submit satellite symposia final programme for online publication (ECC2015 website and ECC 2015 app)
15 July 2015	Deadline to submit complete stand drawings
05 August 2015	Late breaking abstract submission deadline
04 August 2015	Deadline receipt of payment and number of participants for regular rate group registrations
28 August 2015	Deadline to order all exhibitor badges Deadline to order "satellite symposium only" badges
07 September 2015	Deadline receipt of full names, addresses and specialties of all group participants
9 September 2015	Deadline to order exhibition services online to avoid surcharges
14 September 2015	Deadline to order lead retrieval systems (badge scanners)
23 - 25 September 2015	Exhibition build-up days
25 – 29 September 2015	European Cancer Congress 2015 days
26 - 28 September 2015	Exhibition opening days
28 - 29 September 2015	Exhibition dismantling days



CONTACT INFORMATION

Congress secretariat



The ECC 2015 secretariat can be reached at:
ECCO – the European CanCer Organisation
Avenue E. Mounier 83, B-1200 Brussels
Telephone: +32 (0)2 775 02 01 / Fax: +32 (0)2 775 02 00 / E-mail: ecc2015@ecco-org.eu

Contact persons

Exhibition	Emilie Fillod emilie.fillod@ecco-org.eu +32 (0)2 775 02 47
Industry Sessions (Satellite Symposia, MTE, ESS)	satellites@europeancancercongress.org
Congress operations	Gertrude Kort gertrude.kort@ecco-org.eu +32 (0)2 775 02 41
Registrations (groups & individuals)	ECC2015registration@ecco-org.eu + 32 (0)2 775 02 01
Scientific programme / Abstracts submission	abstracts@ecco-org.eu



Congress centre

ECC 2015 will be held at:
Reed Messe Wien GmbH
Congress Center
Messeplatz 1
Postfach 277
A-1021 Wien
T: +43 1 727 20-0
F: +43 1 727 20-2359

For detailed information on the venue, please visit: www.messecongress.at

Contact persons

Projectmanager

Verena Hanisch
Verena.Hanisch@messe.at
+43 1 727 20 – 2314

Catering management

On-stand delivery, satellite symposia, meeting rooms & business lounges
Gerstner Catering (Ms. Andrea Jann)
Jann@gerstner.at

Exhibition Services

Gielissen Exhibition & Event Services and Messe Wien have been appointed as the general service contractors for all exhibition services.

Gielissen will provide the following services for ECC 2015:

- Shell scheme stand and stand additions
- Electricity Main Connections, Lighting & Wall Sockets
- Water Connections & Compressed Air
- Carpet & Floor
- Furniture
- Audiovisual equipment
- Signage (Graphics & Printing) for stands only
- Floral Decorations
- Stand Cleaning
- Rigging (request form)
- Manpower (request form)
- Hostesses (request form)

The online manual is available here: <http://gees.gielissen.com/en/login> (please select ECC 2015 in the dropdown menu)

Your dedicated contact person from Gielissen for the ECC 2015 is:

Ms. Elaine Vernooy
Tel: +31 (0)20 581 1411
ecc@gielissen.nl



Messe Wien Exhibitor Services will provide the following services that can be ordered via Gielissen online manual (order forms)

- Catering
- Parking
- Internet
- Waste Disposal
- Stand Security

Your dedicated contact person from Messe Wien Exhibitor Services for ECC 2015 is:

Mrs. Verena Hanisch

Verena.Hanisch@messe.at

+43 1 727 20 – 2314

Freight forwarding partner

Kristal has been appointed as the official freight forwarding partner for ECC 2015 and is offering a wide range of services (see freight forwarding section further in this manual).

Contact person

Geert Frère

geert.frere@kristal-logistics.com

+32 (0)2 753 07 37

Local housing partner

Mondial has been appointed as the official local housing partner for ECC 2015 and is offering hotel accommodation for both groups and individuals.

Accommodation & meeting rooms in hotels

Mondial Congress & Events

Mrs. Monika Krista Nikolaus

Tel: +43 1 58804-111

Fax: +43 1 58804-185

Email: nikolaus@mondial-congress.com

We kindly ask you to contact the appointed local housing partner **DIRECTLY**
Please do NOT contact the ECC 2015 Secretariat for this information



PLANS & ACCESS

Exhibition plan

For latest status, electronic exhibition floor plans and updated exhibitor listing are available for consultation on:

<http://www.europeancancercongress.org/Exhibition-and-Sponsorship>

Access plan

The Exhibition hall operated by Messe Wien is easy to reach thanks to excellent road and rail links. The city itself also has an extensive and clearly laid out public transport network. For more details, please see further "How to get to Exhibition hall/Messe Wien"

General floor plan

General floor plans of the Congress centre and exhibition hall are available on this [page](#) (Click to have direct access to the information)

[How to get to Exhibition hall/ Messe Wien](#) (click to have direct access to the information)



EXHIBITION

EXHIBITION SCHEDULE AT A GLANCE

Exhibition build-up days

23-25 September 2015

Working hours:

Wednesday 23 September 2015	07:00 - 22:00
Thursday 24 September 2015	07:00 - 22:00
Friday 25 September 2015	07:00 - 22:00

End of exhibition build-up period:

Friday 25 September 2015 at 22:00

Exhibition opening times

Saturday 26 September 2015	09:30 - 16:30
Sunday 27 September 2015	09:30 - 16:30
Monday 28 September 2015	09:30 - 16:30

Exhibition dismantling days

28 - 29 Sept 2015

Working hours:

Monday 28 September 2015	18:30 – 00:00
Tuesday 29 September 2015	07:00 - 21:00



Conditions of participation

[Appointed representatives](#)

If an exhibiting company wishes to appoint an agent / stand builder to conduct its affairs at ECC 2015, the agent should be identified on the application form or separately in writing from a person with the corresponding authority. Once appointed, the actions and communications of this agent / stand builder will be treated as though from the exhibiting company. Contractual responsibility remains with the exhibitor.

[Congress and exhibition layout](#)

ECCO reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits on the exhibition grounds and/or in the Congress Centre and to carry out any other structural alterations providing it has a substantial interest in such measures.

[Stand moves](#)

ECCO reserves the right to make changes in the layout of the exhibition, as well as in the stand assignment in the event that 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, he/she may withdraw from the contract in writing within 1 week after receipt of notification of the type of alteration. ECCO accepts 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 representing 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. In such an instance, where a registered exhibitor wishes to exhibit in association with another organisation, ECCO will endeavour to offer additional exhibit space, where available, under normal conditions of sale

[Security and insurance](#)

Neither the organiser nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organiser nor its 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 organiser and its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The exhibitor agrees not to pursue the organiser for any aforementioned risks.



TECHNICAL DATA

- The exhibition accompanying ECC 2015 will be held in Hall B of the Messe Wien.
- All rates cover floor space only and do not include the construction of a modular booth or other extras. The minimum exhibition space is 9 square metres and must be minimum 3 m deep.
- For some locations, companies renting separate spaces are allowed to visually link these up by carpeting the aisles in-between, provided an additional rental rate of 30 % of the standard rate is paid for the total surface of the aisle. No constructions of any kind are allowed in the aisles. Companies renting aisle space are allowed to brand the aisle carpet with the company logo.
- All services (water, electricity, telephone, compressed air, etc.) will reach stands via the service ducts located within the floor. Connections to these services must be made by the exhibition services of Gielissen only.

Hall information

- The ceiling height in Hall B is between 8.5m and 12m depending on the location (**maximum building height is 4.50 m**)
- The Exhibition hall is covered with a concrete floor. **Your exhibition space must be carpeted.** Tape used to fix carpet needs to be fully removable
- The floor bearing capacity (net load) is 5 tons/sqm
- Power supplies and other utilities will be supplied into your stand via the floor
- Water connections are available through channels in the floor.
- **It is forbidden by the organiser to hang or drop anything from the ceiling or walls of Messe Wien**



STAND CONSTRUCTION

Stand design

Every exhibitor must submit an exact statement of the dimensions of their stand, as well as plans and descriptions. Those companies renting a stand module from Gielissen should submit the package type, dimensions & non-standard items such as display screens and catering areas.

This information must be sent to the Congress Secretariat by email to Emilie Fillod at: Emilie.fillod@ecco-org.eu before 15 July 2015.

The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. Also indicated must be the location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations. Please supply:

- A scaled top view drawing
- A scaled side view drawing
- A 3-dimensional drawing (or photograph)

Indication of the various heights and the open/transparent spaces will, in principle, be sufficient. If special construction is planned (information towers, moving parts, etc) additional information will have to be submitted.

Responsibility to neighbouring stands

ECCO 2015 is a long standing event with a reputation of equity in its dealing with all participants. The responsibility of ensuring a fair and balanced experience for all is shared by all participants.

Each exhibitor is asked to consider, therefore, the impact of the stand construction on neighbouring exhibits. If there is a danger of unfairly "blocking" another stand from view, even when adhering to all other elements of these regulations, this should be mentioned when submitting plans. Failure to do so would breach the spirit of the exhibitor's contract with ECCO and in such cases the exhibitor responsible will be expected to make such changes as necessary at his/her own cost. In such cases, the decision of ECCO will be considered final.

Approval

ECCO will send an approval to the exhibitor and/or the exhibitor's agent. Only with this approval shall the stand be deemed eligible for construction.

NO APPROVAL MEANS NO PERMISSION TO CONSTRUCT THE STAND – RESULTING COSTS ARE ENTIRELY AT EXHIBITOR'S EXPENSE

Any setup or installation, which does not comply with the standard specifications or with the designs approved by ECCO, must be corrected by the exhibitor before the opening of the exhibition. Failure to do so will result in correction being made by ECCO. All expenses for these corrections will be payable by the exhibitor. ECCO accepts no responsibility for damage caused by these corrections.

Exhibitors are strongly encouraged to consider potential stand activities such as demonstrations, presentations, storage, hosted quizzes and hospitality when planning stand usage.

Shell scheme stands

Shell scheme stands provided by Gielissen will be uniform stands with uniform graphics, height and design. Partition walls will be 2.50 m high, painted in white.

CONSTRUCTION STAND HEIGHT

The maximum building height is 4.50 m.



Stand transparency

High walled areas forming large storage rooms may block neighbours unreasonably and in this case, will not receive approval.

Accepted stand types & aisle carpeting

Two-storey structures are not allowed. Arches, bridges or similar constructions connecting 2 stands are not allowed. L & U shape island stands are not allowed.

For some locations, companies renting separate spaces are allowed to visually link these up by carpeting the aisles in-between, provided an additional rental rate of 30 % of the standard rate is paid for the total surface of the aisle. No constructions of any kind are allowed in the aisles. Companies renting aisle space are allowed to brand the aisle carpet with the company logo. No product placement or other printing will be allowed.

Separation walls

All peninsula (3 open sides), corner (2 open sides) and in-line (1 open side) stands must be separated from the neighbouring stand(s) by means of a separation wall (Gielissen can supply this if required). In principle, this separation should be 2,5 m high, and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings.

In cases where an exhibitor fails to supply and install necessary separation wall, ECCO will arrange for walls to be erected (and floor covering to be laid, if necessary) at the exhibitor's expense.

Back walls

The rear side of each stand shall be designed and decorated by the exhibitor to whom this stand belongs, provided that the interests of the neighbours are not affected thereby. Walls constructed on an open side should be visually appealing to adjacent exhibits – some suggestions include screens with moving displays, scientific posters and colourful design and lighting.

Open sides of a stand

Walls erected on the open sides of a stand must be 30cm inset from the edge of the stand, must not be longer than 1/3 of the length of the stand and should be no higher than 2,5 m.

It is not allowed to erect walls, glazing or other constructions on or within 30cm of the perimeter of island stands. This also applies to the open sides of peninsula, corner and inline stands. Stand should be fully accessible on all "open" sides. Requests to be partially exempted from this rule should be submitted in writing to the organiser.

Keep aisles clear

Island stands are separated the width of an aisle from all neighbouring exhibits. Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the stand area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighbouring exhibits, the presentation must be limited or stopped immediately. No objects, including signs or advertisements, may project into the visitors' aisles.

Positioning of the stand

Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation must be kept free from obstructions at all times.



Stand flooring

The stand floor must be adequately covered, for instance with carpeting or carpet tiles. The floor area of the stand cannot be covered with paint or glue. Carpeting must only be held in place by its own weight on the floor or by adhesive tape. These items must be removed by the exhibitor at the end of the exhibition. It is forbidden to place mortar directly on the floor, to nail with percussion tools or to paint with spray guns.

All stands must be carpeted. In cases where an exhibitor fails to supply and install necessary stand carpeting, ECCO will arrange for floor covering to be laid at the exhibitor's expense.

Positioning of exhibits

The exhibitor is not allowed to place articles to be exhibited in a manner which, in the opinion of ECCO, affects or hinders neighbouring stands, e.g. with regards to the visibility of the neighbouring stands. Articles to be exhibited must be kept within the stand perimeter. The exhibit should pose no danger to participants. Any structural or display element which does not satisfy the organisers and/or the venue officials in terms of safety must be made safe or removed.

Presentations and quizzes

Companies wishing to arrange or sponsor sessions are invited to arrange a satellite symposium, an Exhibitor Spotlight Session or a Meet-the-Expert Session. Exhibit space is intended to display scientific information on products and/or services; therefore positioning auditoria on stand areas is not permitted.

This does not exclude companies from giving product based presentations, but the area set aside for an audience should resemble a theatre – therefore no more than 10 seats should be provided and this area should not be covered. It should be positioned well within the stand area (not less than 3 m from the stand perimeter).

The focus of presentations should be produce-related information and not presenters themselves. Where Key Opinion Leaders are employed as presenters, their presence should be discrete and not publicly advertised. The same rule should apply for areas dedicated to quizzes: they should be positioned well within the stand area (not less than 3 m from the stand perimeter). All such activities require the prior approval of ECCO.

Platform floors

The use of wooden platforms is recommended for stand with water piping and/or a lot of electrical wiring; a stand construction agency will be able to advice on this matter. Since main supplies (water points, drainage, electricity, phone and data lines, compressed air...) are supplied over the floor from the service duct to the exact location where the exhibitor needs them, it is strongly recommended to use platforms for most stands.

Exhibitors who use such platforms should bear in mind:

- the platform must allow easy access to those in wheelchairs; part or all of the edges must be sloped for this purpose on each open side of the stand.
- the maximum height allowed, measured from floor level to the top of the platform is 0,14 m without protection by a balustrade of at least 1,1 m in height.
- the platform sides must be closed and neatly finished.
- the platform edges must be safe (secured shape and easily visible)
- platforms should be placed within the perimeter.
- the platform must allow easy access to service points in case venue technicians require access.

Stand roofing

See the Messe Wien Regulations further in this manual



Access to stand

Exhibitors are obliged to grant official supervisory staff and accredited representatives of the Messe Wien access to their stands. Exhibitors, their staff and all visitors to the fair must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

Suspension points

It is forbidden by the organiser to hang or drop anything from the ceiling or walls of the Messe Wien.

Air conditioning

Devices with hot air condensation are prohibited inside the halls.

Cleaning & refuse

Refuse collection

During exhibition opening times ECCO shall see to the general cleaning of the venue and the aisles – that is, daily waste left by delegates. Exhibitors are responsible for cleaning their own exhibit and disposal of waste generated before, during and after the event. Failure to comply with this procedure shall render the exhibitor liable for the cost of clearance by the organiser or its contractor.

Exhibitors should manage (contract and pay for) their waste removal through Gielissen.

“Wild tipping” or disposing of bulk waste within fairground without payment will be considered a serious violation of these regulations; the responsible exhibiting company faces a minimum penalty of losing all accrued points for ECC 2015.

IMPORTANT: Unattended rubbish left in aisles when the exhibition is open will be removed at the exhibitor's expense.

Fire and safety regulations

See the Messe Wien Regulations.

Smoking ban

Smoking is prohibited in all public indoor and outdoor areas, including privatised areas of exhibit space.

Open fire

The use of open fire or unprotected flames is prohibited.

Pyrotechnics

Explosive or pyrotechnical articles must neither be used nor taken onto the Messe Wien's area, either indoors or outdoors, without written permission from ECCO and the Messe Wien.

Hot work

Hot work such a welding, soldering, cutting, and circular-motion grinding, drying, heating or work over naked flame is not allowed within Messe Wien without the special permission of the Exhibition service.

Emergency exits

Escape routes and emergency exits (indoor and out) should kept free of any obstruction and be kept in full view at all times. Similarly, for fire fighting equipment: fire safety signs and emergency wall phones; no products/company signs, decorations or stand roofs should be placed above an emergency exit or any other existing signs.



Heating/cooking

Stoves, heaters and open fires may not be used for any purpose, including cooking, frying or baking. This also applies to demonstrations.

Goods not allowed

The following goods are not admitted into the Messe Wien:

Goods causing nuisance by their smell or otherwise, or appliances emitting objectionable noises or radiating disturbing light; any hazardous objects that have not been mentioned in the stand construction design but have been introduced by the exhibitor.

Cordless communication devices may be used as long as they do not interfere with the Messe Wien's own appliances. Exhibitors wishing to use these devices should notify the brand name, frequencies to be used and range when submitting a stand design for approval.

Combustion engines

Any machine (generating sets, compressors, etc) with an internal combustion engine, whatever the use, is forbidden inside the Messe Wien.

Storage of flammable goods

Empty packaging, rubbish, trash, wood, paper, straw, cardboard and other flammable material must not be stored in the halls.

Responsibility

Exhibitors are fully responsible for all displays and demonstrations they hold.

Organiser's security

ECCO undertakes the general surveillance service of the Messe Wien, both day and night.

Extra security

For exhibitors requiring guards, a Security staff order form is available in the online manual

Valuable goods

The exhibitor shall be responsible for the surveillance of his/her stand and exhibit during the exhibition opening hours. Exhibitors are recommended to pay closer attention to the exhibits during the stand construction and dismantling periods. Valuable objects, which may easily be removed, should be locked away during the night. ECCO accepts no responsibility for goods stolen from exhibits at any time.

Exhibitors should not leave removable/valuable goods unattended on the stand at any time; particular attention should be given to goods awaiting collection from the freight forwarder.

Insurance

While on the premises, exhibition goods and packaging materials shall be insured at the expense and risk of the exhibitor. Exhibitors should therefore contact their own insurance company. Exhibitors will be liable for the safety of participants on and around their stand area. In accepting ECCO terms of sale, the exhibitor undertakes to indemnify ECCO against any and all losses resulting from an unsafe construction, unsafe exhibits, or the actions/inactions of its staff.

ECCO requires all exhibitors to provide adequate insurance cover for public liability protection.

Catering

The official catering provider is Gerstner. All catering offered within exhibit areas should be ordered from Gerstner. The contact person is Andrea Jann (email address Jann@gerstner.at).



Exhibitors may not sell food or drink for consumption on the premises. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee healthy and balanced catering service to their delegates.

No alcoholic beverages are allowed on the stands.

Customs, taxes and duties

The exhibitor will pay the various taxes and duties he might owe resulting from its participation taking part in the exhibition.



STAND ACTIVITY AND PROMOTION

Each exhibiting company will be listed in the ECC 2015 online Programme Book with their company name and logo, stand number, contact person and contact e-mail address, on www.europecancercongress.org and in the ECC 2015 app.

NEW

The ECC 2015 Online Programme Book

Exhibitors at ECC2015 will appear in the Congress app with their booth number and a brief company description. There will be no printed programme book at ECC2015 and the Congress app will be the main tool delegates will use to navigate the meeting and its venue. The free app is being very proactively promoted to delegates who will find it an excellent way of managing their experience on site. For exhibitors, this will mean increased visibility through the app and being very easy to find: a single click on an exhibitor's booth number will take the delegate straight to the exhibitor's booth location clearly marked on the exhibition floorplan. When reviewing the exhibitor list in the app, delegates will also be able to create a list of their "Favourite" exhibitors as well as add notes and tags to pre-plan their visit to the exhibition hall.

Approval

The main activity of any exhibition stand should be the presentation of the exhibiting company and/or its products or services. The use of photographers, portrait artists or other performers is not allowed without the written permission of ECCO.

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 is caused. Sound and lighting effects should be contained within each stand area. If ECCO judges that a disturbance is being caused the exhibitor is to halt the activity immediately. If this is not done, ECCO reserves the right to make the necessary arrangements at the expense of the exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these regulations.

Copyright licenses are the sole responsibility of the exhibitor.

Photography and filming

No part of the Messe Wien or of the exhibition may be photographed or filmed without the permission of ECCO or of the relevant exhibitor. ECCO is 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.

The exhibitor is entitled to photograph or film his own exhibition stand during exhibition hours.

Any industry-sponsored closed circuit television programming in hotels should take place outside official Congress hours and should contain content owned by that organisation. Misuse of content owned by ECCO is likely to result in legal proceedings.

Quizzes and activities with winners

Exhibitors shall refrain from:

- holding lotteries
- organising games of chance
- using "market stall" techniques
- distributing "gimmicks" without scientific or product references
- using performing artists



Only quizzes with a scientific content can be held at the stand. Such activity must be approved by ECCO. Interactive technology based quizzes may be accepted provided their focus remains scientific knowledge and they have no negative impact on the exhibition area or other rules within this document.

Quizzes times allowed

Quizzes may be operated at any time during exhibition opening hours provided the focus is on the scientific content presented on the exhibit.

Quiz prizes

Participation can be rewarded with a prize. However, the prize should be the same for everybody. "Drawing winners" is not allowed. Maximum purchase value of prizes must not exceed € 10 and all prizes should be declared to ECCO. Certain items such as digital cameras and MP3 players are not considered appropriate – prize approval is at the discretion of ECCO. For more advice on prize approval before placing orders, contact Emilie Fillod, emilie.fillod@ecco-org.eu.

This means that each exhibitor should declare all prizes in advance with a description and price, sending either a digital image to Emilie or a sample to her attention at ECCO, Av. E. Mounier 83, 1200 Brussels, Belgium.

If the purchase value of a prize is questioned by ECCO, each exhibitor is expected to show proof of purchase value – either before or during the Congress. Non-compliance will be considered a violation of these regulations and treated according to the procedure published in the document.

In the case of scientific information carriers (e.g. slide set, CD ROM, USB stick, etc) where materials are pre-loaded with non-commercial data, the value of prizes may increase.

These stand activities should be "low profile" and no blatant publicity should be made. All prizes must be approved by ECCO.

Giveaways

Notwithstanding the legal responsibilities of each exhibitor at his own stand, ECCO has accepted the policy that small giveaways are acceptable at the exhibition with a maximum retail value € 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 Congress hosting nation, in terms of the item itself and the product it advertises.
- not exceed € 10 – proof of value must be provided during Congress when demanded by ECCO, otherwise this will be considered a violation of these regulations.
- be safe for the user and not endanger health or reputation of Congress participants or ECCO.

Distribution of giveaways and printed materials

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

- The company's exhibition space only
- The "display area" which will be specially set up for that purpose and marked as such
- Industry business lounges

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. ECCO decision on such matters will be considered final.

Special effects

"Special effects" lights, laser, sound and video projection/recording on the stand will only be allowed when the effect is limited to the stand area rented, it is proven that there is no health or safety risk for the delegates and when written permission by ECCO has been given.



Prohibited activities

Exhibitors are not allowed:

- To display or use names or trademarks which may be misleading or cause hindrance to the exhibitors at other stands or to visitors to ECC 2015.
- Barring exemption applied for and granted, to sell goods against surrender of the purchased items or to receive money in any way for goods sold or offered for sale or for services rendered.
- To affix sold-tags to goods on display
- To remove exhibits from the stand, to add exhibits to the stand or to cover (parts of) exhibits on the stand.

[Stands should not be dismantled or removed prior to the end of the exhibition.](#)

Staffing on stands

The space assigned to the exhibitor shall be staffed during the setup, opening and dismantling periods. The exhibitor shall make sure that either he/she or a person authorised by him/her is present at the site at all times. Unattended stands are a security risk to the exhibitor and; during open periods, are discourteous to delegates, fellow exhibitors and ECCO. Such cases will be considered as a violation of the regulations.

Promotion rights

The use of any ECCO corporate 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 ECCO.

The exhibitor is entitled to the use of the conference logo on invitations and promotional documents directly related to his participation in the exhibition. The conference logo can be obtained in electronic format from the organiser. Only the official logo can be used. A print proof is required by the organiser for authorisation before printing. The unauthorised use of the conference logo is strictly prohibited.

Pharmaceutical product promotion

Exhibitors showcasing pharmaceutical (or pharma-dependent) products are advised to consult the advice of the Codes of Practice for the Promotion of Medicines presented by the European Federation of Pharmaceutical Industries and Associations and International (International Federation of Pharmaceutical Manufacturers Associations) bodies. All of these Codes are available online:

- [EFFPIA](#) - European Federation of Pharmaceutical Industries and Associations
- Pharmig Code of Conduct ([Association of the Austrian Pharmaceutical Industry](#))
- [IFPMA](#) - International Federation of Pharmaceutical Manufacturers and Associations
- [EucoMed](#) - Represents the European Medical Technology Industry
- [COCIR](#) - the European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry
- [The European Accreditation Council for CME](#) (EACCMER)

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



Children

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

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 but please advise a member of ECCO Staff upon entry in the Congress Centre.

INSURANCE

Ordinary insurance policies do not normally cover exhibiting at fairs. Separate transport and exhibition insurances are often expensive and yet provide less cover than the exhibition insurance offered. Transport companies' liability insurance is also very limited. Please make sure your stand and your staff is properly insured



BUILD-UP & DISMANTLING

During construction phase, working passes must be worn by all personnel. They have to be ordered directly with the Messe Wien's partner, CAM.

Vehicle access to the loading area is by time-slot, according to exhibit size (see full timetable on next page).

Vehicles are not allowed inside exhibit halls (note only forklift trucks operated the official logistics staff of the Messe Wien (DHL/Kristal) are permitted within the loading bay and exhibition hall)

EXHIBITION SCHEDULE AT A GLANCE

Exhibition build-up days

23-25 September 2015

Working hours:

Wednesday 23 September 2015	07:00 - 22:00
Thursday 24 September 2015	07:00 - 22:00
Friday 25 September 2015	07:00 - 22:00

End of exhibition build-up period:

Friday 25 September 2015 at 22:00

Exhibition opening times

Saturday 26 September 2015	09:30 - 16:30
Sunday 27 September 2015	09:30 - 16:30
Monday 28 September 2015	09:30 - 16:30

Exhibition dismantling days

28 - 29 Sept 2015

Working hours:

Monday 28 September 2015	18:30 – 0000
Tuesday 29 September 2015	07:00 - 21:00

Build-up

Long term parking for trucks will not be allowed in the Messe Wien neither during build up, breakdown or show times. It will be allowed only unloading and uploading.
Delivery is in the Trabrennstrasse

For the unloading and reloading schedule of all vehicles, please contact Kristal, the ECC 2015 freight forwarding company

Dismantling

The dismantling starts on 28 September at 18.30. No traffic will be allowed in the loading area before 18.30 in order to allow removing carpets & arranging return delivery of empty packaging.



EXHIBITION TIMETABLE

Wednesday 23 September 2015

07:00 - 22:00 Hall access for build-up
Unloading
 12:00 - 22:00 Vehicle access to loading area for stands over 150 sqm

Thursday 24 September 2015

07:00 - 22:00 Hall access for build-up
Unloading
 07:00-10:00 Vehicle access to loading area for stands over 70 sqm
 10:00-22:00 Vehicle access to loading area for all stands

 16:00 Hall access for exhibitors with modular stands only (shell scheme)

Important: Modular stands will be accessible only on Thursday 26 September as of 16:00

Friday 25 September 2015

07:00 - 22:00 Hall access for build-up
 Vehicle access to loading area for all stands

 07:00 - 15:00 Hall access for build-up

All construction must be completed by 15:00; goods must be removed from aisles

15:00 - 22:00 Stand decoration only, to be completed by 22:00

Incomplete stands or no-shows by 22:00 will be walled off and goods removed into storage, at exhibitor cost. Acceptance of this condition is a term of exhibition space rental.

Saturday 26 September 2015

09:30 - 16:30 Exhibition open

Sunday 27 September 2015

09:30 - 16:30 Exhibition open

Monday 28 September 2015

09:30 - 16:30 Exhibition open
 16.30 Closing of Exhibition
 16.45 - 17.15 Removal of all aisle carpet / no items are allowed to be placed in the aisles
 17:15 - 20:30 Removal of valuables and delivery of empty packages cases by Kristal (if booked)
 18:30 - 00:00 Dismantling – Vans can access loading area
 19:30 - 00:00 Dismantling – Trucks can access loading area

Dismantling cannot start before 18:30 although exhibition closes at 16:30. Exhibition hall must remain empty between 16:30 and 17:15. Empty packaging will only be delivered (if booked via Kristal) or available as of 18:30

Tuesday 29 September 2015

07:00 - 21:00 Dismantling – Full vehicle access to loading area



ACCESS TO EXHIBITION HALLS

Stand personnel wearing an exhibitor badge may enter the exhibition hall before the opening of the exhibition.

EXHIBITOR BADGES

Exhibitor badges are reserved for staff working directly in the organisation and management of exhibits. Delegates wishing to visit the exhibition only should purchase a delegate registration (full or day access). The practice of selling or promoting a product or service outside of a registered exhibit area is strictly forbidden.

Exhibitor registration

Exhibitors are obliged to wear their official ECC 2015 badge clearly visible at all times when in the exhibition area or any other part of the building. The wearing of any other badge, including company ID badges is not sufficient and will be considered as a violation of the guidelines. Exhibitor badges are for exhibiting company employees and agents of such companies only.

Validity

Exhibitor badges give access to exhibition halls only. They do not give access to the scientific sessions.

When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation can be requested.

Delegates should not pass through the exhibit area beyond exhibition opening times. However, we strongly urge you to secure your stand against theft or damage when stand is not manned. ECCO also recommends exhibitors to arrange adequate insurance cover. Neither ECCO nor Messe Wien will be liable for any losses, unless where a negligent act or omission on the part of either body or its staff is established.

Exhibitor badges with company name and/or individual name

Only exhibiting companies can have Exhibitor badges. It is essential that the company name is the same as that provided for the Exhibitor listing. Exhibitors are entitled to a certain number of these badges for free if ordered within the given deadlines. The number of free badges for each exhibitor will be determined according to the floor space allocated.

You may choose how your badges are inscribed: either company name only, or individual name and company name.

[Deadline to order free exhibitor badges is 28 August 2015.](#)

Exhibitor badge allocation

Stand size between	Free exhibitor badges
9 & 18sqm	4
19 & 45sqm	8
46 & 72sqm	12
73 & 99sqm	16
100 & 199sqm	25
200 & 299sqm	35



NEW PROCEDURE *How to order exhibitor badges*

The complimentary exhibitor badges must be ordered online in your [Industry Zone](#)

As of 20 May 2015, you will need to login to your ECCO Account (or to create one, if you don't have one yet).

You will then be redirected to the online registration page for Groups and Exhibitors.

Your complimentary badges will be pre-allocated and you will be able to fill in the names, or to only leave the name of your company to show up on the badges.

A member of the ECCO Registration Team will get back to you to confirm the registration is in order.

It will be possible to add extra exhibitor badges (complimentary or paying, depending on your badge allocation.) Should you need to do so, simply contact Vivian Okonkwo at Vivian.okonkwo@ecco-org.eu

[Deadline to order complimentary & extra exhibitor badges is 28 August 2015. After this deadline, changes will not be allowed and will result in a new paying exhibitor registration record.](#)

[Extra exhibitor badges fees: €75 incl. VAT](#)

Payment can only be made by credit card.

Onsite extra Exhibitor Badges will only be available from the [Exhibitor Registration Desk](#) located in the Congress Centre. Payment will only be possible with a credit card (Visa, MasterCard and Amex).

Lost badges will not be replaced. In this case, a new exhibitor badge should be ordered at the [Exhibitor Registration Desk](#). Unused badges will not be credited, regardless of circumstances.

[Access to exhibition when closed \(full fee paying delegates\)](#)

Exhibition opens as follows:

26-27-28 September: 09:30 – 16:30

During that period, each delegate wearing a conference badge will be allowed in. Every day, there is a closed period reserved for exhibitors only: during those hours only individuals wearing an exhibitor badge will be granted access to the exhibition grounds.

Closed periods:

26-27-28 September: from 07:30 to 09:30

From 16:30 to 17:30

Since many companies wish to organise various meetings, briefings, walk-through during those closed periods, a specific procedure will be established to allow exhibitors' guests in (provided they are duly registered for the Congress and wear the regular Congress badge) without jeopardising the overall security of the exhibition area. Specific stickers will be available at the Exhibitor Registration Desk, located in the registration area in the congress centre. Those stickers can be requested to validate regular conference badges for exhibit access during a closed period.

IMPORTANT: for obvious security reasons, stickers will only be distributed to or in presence of an exhibitor. It means that delegates presenting themselves to require a sticker for exhibit access during closed times will NOT receive it without the presence of a representative of the exhibiting company that has invited him to the stand.

Hostess badges

Gielissen is the official partner to contact to hire hostesses for service on the stands, and we strongly encourage all exhibiting companies to contact Gielissen for hostess services on their stands. Hostesses hired through Gielissen do not need to wear an exhibitor badge. Hostesses hired through a different agency have to wear a valid exhibitor badge, which has to be ordered by the exhibiting company by the communicated deadline.



Exhibitor badges collection

All exhibitor badges should be collected at the Exhibitor registration desk by the official contact person. They are not sent in advance of the Congress. In case your company or a third-party agency acting on its behalf, already comes to pick up your group delegates badges, we offer you the possibility to pick up all the badges together. Let us know, by **7 September 2015**, how you wish to handle the exhibitor badges pick-up, by contacting Vivian Okonkwo at <mailto:Vivian.okonkwo@ecco-org.eu>

Exhibitor registration desk

An exhibitor registration desk will be available in the Congress Centre registration area. This exhibitor registration desk will allow you to collect exhibitor badges

Opening times

Thursday 24 September	12:00 - 18:00
Friday 25 September	07:00 - 18:00
Saturday 26 September	07:00 - 18:00
Sunday 27 September	07:00 - 15:00

NEW PROCEDURE: If you prefer to pick up your exhibitor badges along with your group badges (50 pax +) it will be possible to do so during the group appointment on Thursday 24 September, between 07:00 and 12:00. Please confirm this in advance to Vivian Okonkwo.

Exhibitor service desk

A separate exhibitor service desk will be available during the whole duration of the congress (incl. build-up and dismantling times). This desk will be located in the exhibition hall, Hall B.

This exhibitor service desk will allow you to order additional facilities and various exhibition services with Gielissen & the Messe Wien (see further in this manual)

Kristal service desk will be located in Hall B, and you will be able to arrange with them the exhibition freight forwarding services.

Working passes

In the interest of safety only those individuals directly responsible for the construction and dismantling of exhibits will be permitted in the exhibit areas during the setup and dismantling periods.

To this end, working passes will be given out during setup and dismantling phases. Working passes are valid during the build-up period from Wednesday 23 September 07:00 until Friday 25 September 22:00 and during the dismantling period from Monday 28 September 17:15 to Tuesday 29 September 21:00.

Working passes will be distributed by the Messe Wien staff, at the unloading gate.

All individuals working on the construction and dismantling of exhibits will receive their working passes upon arrival at the checkpoint at the loading gate.

Individuals without badges will not be allowed into the exhibition halls. It is the responsibility of the exhibitor to ensure that all staff, visitors, stand personnel, etc. are aware of this restriction. Exceptions will not be made and ECCO will not be held responsible for any loss suffered by the exhibitor as a result of such an oversight.

Registered exhibitors may gain access to the exhibition halls during build-up and dismantling times by showing their exhibitor badge at the entrance (exhibitor badges available for pick up from the Thursday morning)

Under no circumstances can individuals carrying working passes access the exhibition grounds from Saturday 26 September 07.30 to Monday 28 September 18:30.



[Individuals involved with stand build-up and dismantling who need access to the exhibition grounds between Saturday 26 7:30 and Monday 28 18:30 have to purchase an exhibitor badge.](#)

EXHIBITORS IDEX

Participate to ECC 2015 Exhibitors IDEX (IDeas EXchange)

Take this opportunity

- To give us your opinion about the Exhibition Management at ECCO
- To share ideas, suggestions, improvements with all exhibitors
- To submit to discussion any new proposal
- To receive the first statistics information of ECC 2015
- To collect earliest feedback from the exhibitors survey

ECC 2015 team has the pleasure to invite you to join!

Who:

2 staff of each exhibiting company are invited to join the Exhibitors IDEX

When:

Sunday 27 September 2015 from 16:45 to 18:15

Where:

The Messe Wien, the location will be confirmed later together with the written confirmation

How:

An exhibitor survey will be available online in due time. Each exhibiting company will be kindly asked to fill it in (once per company)

Please click on this [link](#) to confirm your participation to the IDEX



External Activities: Guidelines

The following guidelines and policies are applied during the European Cancer Congress 2015, organised in partnership with ESMO, ESTRO, ESSO, EACR, EONS and SIOPE, in Vienna, 25 -29 September 2015.

Unofficial Satellite Symposia

Companies are not permitted to organise unofficial Satellite Symposia or similar corporate organised events that are open to general congress participants to attend, either on or off site.

Unofficial Satellite Symposia or corporate events may not take place during the period extending from the start of the first sessions (07:45 on 26 September) until and including the end of the official Satellite Symposia (20:30). On Friday 25 September 2015 no such events may take place from 11:00 to 21:15

Social Events

Companies and organisations are welcome to organise social networking events such as dinners and receptions during the framework of the Congress but these social gatherings may not be organised during the times of the official Congress Opening Event (Friday 25 September from 19:00-21:15) nor should they take place in parallel with any of the scientific Congress Sessions.

Closed Meetings

Limited meeting space is available at the Congress Centre to organise smaller closed meetings such as (advisory) board meetings, investigator meetings, etc. Small meetings may take place in parallel with official Congress Sessions provided they do not involve groups larger than 40 people and are limited in duration (all day meetings outside of the Congress Centre are not allowed). The guiding principle of this policy is to avoid attendees missing Scientific Sessions at the Congress. These meetings may only be attended by invited participants and may not be open to the general congress participants.

Onsite meeting rooms (when available) can be booked through the Congress Secretariat. Additional meeting space in surrounding hotels may be booked through the local housing agent (Mondial)

Third Party Press Events

Companies wishing to organise a press conference during the Congress should send a request in writing to the Congress Press Consultants. It is not permitted to schedule press events, either on or off site, to coincide with the official press conferences or with Congress Sessions. The press conference must pertain to presentations being made at the main conference in oral or poster sessions and not at Satellite Symposia alone.

Companies or other organisations wishing to organise a news conference or any other event for the media during the Congress must fill the [Third party press conference booking](#) form and send it to allegra.roccato@ecco-org.eu.

The deadline to submit your programme for approval is 4 September 2015.



ECC 2015 DAILY NEWSPAPER

OncoPost, the Official Newspaper for ECC 2015

As a very popular feature of the Congress, four issues of the official congress newspaper OncoPost will once again be produced for the European Cancer Congress 2015 in Vienna. Comprising up-to-the-minute news, features, reports, interviews and next-day highlights, this newspaper has proved itself a must-read for all participants, thanks to its coverage of the hottest topics onsite, such as presidential sessions, late-breaking abstracts and more.

All four issues will be provided directly to speakers at the Congress, and made readily available throughout the conference centre, with each edition also being published online as a flipbook, giving all advertising double exposure.

OncoPost is produced by ECCO, the European Cancer Organisation, and published by the renowned TMC Strategic Communications group.

To purchase advertising in this publication, please contact:

M. Bruno De Man
Tel. +32/2.775.02.04
bruno.deman@ecco-org.eu



INDUSTRY MEETING SPACE

Details, pricing and availability on Industry Meeting Space can be consulted on the Congress website via this link:

<http://www.europeancancercongress.org/Exhibition-and-Sponsorship>

Hospitality Suites – Booking form available upon request

(roombookings@europeancancercongress.org)

During ECC 2015, a limited number of business lounges are available for use by participating companies to welcome their guests during the congress at the congress venue Messe Wien. Business lounges are reserved for exhibiting companies only. Rooms can be reserved only through ECCO, the congress secretariat, and are assigned for the entire duration of the congress.

Business lounges are closed rooms and may not be used to exhibit company's products or to organise activities, such as media briefings, press conferences, satellite symposia, educational and Meet-the-Expert sessions.

The rental of a business lounge includes the room only, without furniture or equipment. Each company is responsible for organising in accordance with Gielissen Exhibition and Event Services or other suppliers its individual needs such as furniture, catering, supplies or hostesses.

Location

Business lounges are located both in Hall A and Hall C, ground floor of Messe Wien. ECC 2015 will occupy all 4 halls and the Congress Centre of Messe Wien. Please see general floor plan.

Included services

Each business lounge will come complete with wall structure with ceiling, carpeting, double lockable door, basic lighting. Each company, thereafter, is responsible for organising in accordance with Gielissen Exhibition and Event Services or other suppliers its individual needs such as catering, furniture, electricity or hostesses.

All companies are required to send a detailed floorplan of their business lounge to the Congress Secretariat for approval.

The ECC 2015 preferred supplier for standbuilding services is Gielissen Exhibition and Event Services. Business lounge bookers are free to bring in their own stand builder if preferred. Bookings of services can be done via the Gielissen webshop which will be online at the end of April. Requests for offers for design of complete business lounges can be sent to ecc@gielissen.nl – please include the number of your business lounge in the request.

The exclusive catering supplier for industry is Gerstner (<http://www.gerstner.at/en/index.html>). Please contact Andrea Jann: Jann@gerstner.at for detailed information and offers.

Access

All persons involved in the operation of the business lounge must have a valid badge (exhibitor, delegate, day badge). All persons requesting access to the business lounge must be registered either as delegates or as exhibitors. Persons without such a badge will not be allowed to enter the room.



Business lounges may be open as follows:

Friday 25 September	08:00-19:00
Saturday 26 September	08:00-20:00
Sunday 27 September	08:00-20:00
Monday 28 September	08:00-20:00
Tuesday 29 September	08:00-13:00

Set-up must be done on **Thursday 24 September (08:00 – 20:00)**, the set-up fee for that day is included in the rental.

Promotion

Companies renting a business lounge are entitled to the use of the congress logo in invitations directly related to the business lounge. An electronic file of the congress logo (saved as EPS format) can be obtained from the ECCO Secretariat, together with the guidelines to use it. It is important that the elements of the logo remain consistent. Do not attempt to redraw the lettering or the drawing or alter the relative position of these elements. Only the official logo can be used. A print proof is required by the organiser for authorisation before printing. The unauthorised use of the congress logo is strictly prohibited.

The placement of signs and posters on the exterior doors or walls of the rented room is possible. No other signage or promotion can be made within the building other than on the company's stand.

Companies are allowed to place a table with two chairs in the hallway outside their business but no company branded registration counters are permitted.

The list of business lounges will be published in the congress app and in onsite signage.

Damages, breakages, theft

The customer is responsible for any damage, breakage or theft caused by himself or by one of his participant or guest. The customer undertakes to refund any damage to the congress centre or Gielissen Exhibition and Event Services.



Meeting Rooms - Booking form available upon request

(roombookings@europeancancercongress.org)

Limited meeting space is available at the congress centre (Messe Vienna) in halls A and C to organise small closed and internal meetings. They can be reserved only via ECCO, the Congress Secretariat, and can be assigned for limited periods (as of 2,5 hours depending on timeslot) or a full day (as of 5 hours). A number of rooms are also available for the duration of the conference (4,5 days).

1. Purpose of meeting rooms

Small meetings may take place in parallel with official Congress sessions provided they do not involve groups larger than 40 people. Meeting rooms are closed rooms and may not be used for hospitality functions, to exhibit a company's products or to organise activities such as press conferences, satellite symposia, educational and meet-the-expert sessions.

ECCO staff reserves the right to check on the use of the meeting rooms at any time. If a misuse for any of the above described purposes is identified, the organiser reserves the right to close down the room with immediate effect.

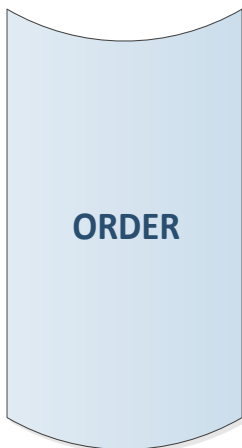
Third parties booking on behalf of an exhibitor at ECC 2015 must mention the exhibiting companies they have been appointed by on the booking form.

2. Setup and included services

The rental of a meeting room includes the room and standard furniture setup in boardroom style. Changes in the setup are permitted if time allows but need to be approved by ECCO. However, setup in theatre style is **not allowed**. Potential costs for changes in the setup will be invoiced to the meeting organiser.

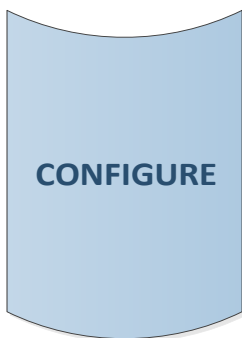
The meeting rooms do not include any additional equipment or services (projector, screen, etc). All equipment and services are to be ordered separately by the meeting room booker with Gielissen Exhibition & Event Services.

cmLead – Advanced Lead Retrieval for Exhibitors



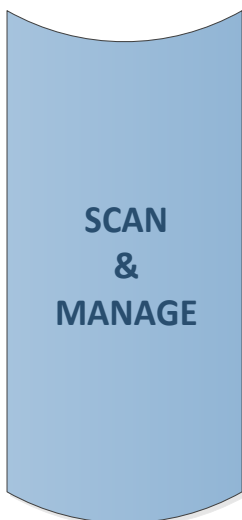
BEFORE THE CONFERENCE

- [Order COVR Lead Retrieval Services through the conference website.](#)
- You have the possibility to order the cmLead Application with or without an iPod Touch/iPad. Feel free to use your own device!
 - cmLead can be used on iPad (second & third generation)
 - cmLead can be used on iPhone (third, fourth & fifth generation)
 - cmLead can be used on iPod Touch (fourth & fifth generation)
- [Your order includes the rental of a scanner that can be plugged into your device](#) and guarantees the highest possible performance in barcode scanning.
- [You will receive a username & password to login to the cmLead portal as well as an activation code to activate the cmLead app.](#)



BEFORE & DURING THE CONFERENCE

- Once you are logged in to the cmLead portal, you can start [setting up your qualifiers](#) (products, services ...).
- If you ordered a device from COVR, your qualifiers and delegate database will automatically be synchronized onsite.
- If you bring your own device, the qualifiers and delegate database will automatically be downloaded after installation and activation of the app. (provided the device has Wi-Fi / data access)
- The qualifiers can be updated at any time (even during the congress).



DURING THE CONFERENCE

- [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 cmLead Server if Wi-Fi / data is available.
- At the end of the conference you return the scanner and ordered device (iPad or iPod Touch) in case you did not use your own.



DURING & AFTER THE CONFERENCE

- [Once you synchronized all your leads with the cmLead server 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 cmLead portal after the conference for 6 weeks.

Terms, Conditions & Pricing

- **Order deadline** - After the ordering deadline of 14 September 2015, COVR does not accept orders automatically but will confirm acceptance upon availability. For confirmed orders after 14 September 2015 a surcharge of €100,00 per device will be added.
- **Rental rates** are per scanner and include scanner (to be plugged in into an iPod Touch or iPad), cmLead software and 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 has to be done by credit card via Ogone after you've placed the order online.
- **Cancellation** - Orders can be cancelled until 14 September 2015 without any fees. After 14 September 2015 there is a cancellation fee of 50%.
- **Pick up/Return** — Scanners must be collected at the exhibitors desk on **Friday 25 September 2015**, between **12.00-17.00 hours** and returned on **Tuesday 29 September**, before **15.00 hours**. Exhibitors are responsible for the proper use and safe keeping and will pay for any damage occurred during the rental. Items failed to be returned onsite must be sent by courier to COVR bvba (Oude Tramstraat 5, 2490 Balen, Belgium) within 5 working days after the last day of conference. The cost of lost, damaged or not completely returned hardware will be €500,00 per scanner, €300,00 per iPod Touch and €1.000,00 for an 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, fax, email and lead codes). Hence the quality of the delegates' contact details – collected by the organizer - will ultimately define the value of the lead retrieval system. Neither ESHRE nor COVR can be held liable for incorrect data. The company renting the scanners hereby agrees to respect the data privacy policy imposed by ESHRE. The lead system will however, display the available info immediately after scanning and give you the opportunity to complete the data on the spot.
- **Pricing**

	Orders before 15/08/2015	Orders between 16/08/2015 & 14/09/2015	Units	€ Total
Rental of cmLead software + iScan + iPod Touch	€ 450	€ 550		
Rental of cmLead software + iScan + iPad	€ 700	€ 800		
Rental of symposium scanner (2hrs rental)	€ 350	€ 450		
Cancellation fees	0%	50%	Total €	

Prices excl. 21% Belgian VAT.

Please use the following link to place your order:

www.covr.be/cmlead/ecc2015.aspx

Orders can only be placed online and require online credit card payment.
 After acceptance of your order, COVR will send you a confirmation and invoice.



IT services for international events

cmLead – Lead Retrieval for Exhibitors

This manual describes how to set up your cmLead making it possible to generate sales leads.

This step by step manual will guide you through to process of defining lead qualifiers and viewing, downloading & exploiting your leads. The web application to setup cmLead can be found at:

<http://cmlead.covr.be/configuration/start/EBCC9>

STEP 1: LOGIN

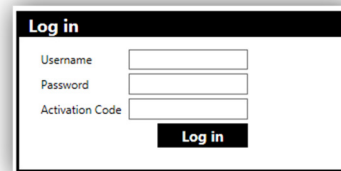
Company Name:

Enter your Username, Password & Activation Code as provided below:

Username:

Password:

Activation Code:



STEP 2: LEAD RETRIEVAL SETUP

- ✓ Select "Lead Retrieval Setup" on the navigation screen.

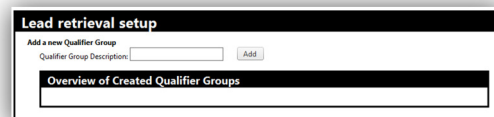
After completing your setup, click the "Exit" button to return to the navigation screen!





- ✓ Add a new Qualifier Group

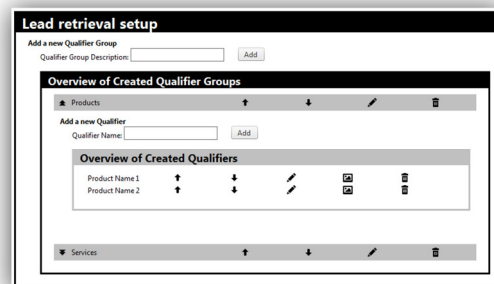
- Fill in the description and click on the "Add" button.

A Qualifier Group can be used to group your products, services, segments... qualifiers!




- ✓ Add qualifiers to your qualifier group(s)

- Click the expand icon  to add a qualifier to the group.
 - Fill in the description and click on the "Add" button.
 - Click the image icon  to add a qualifier image.







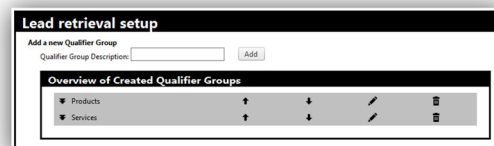
- ✓ Add an image to your qualifier(s)

- Click the image icon  to add a qualifier image.
 - Click the "Change" button to select an image on your computer.
 - Click the "Upload Selected File" button to save the image!



- ✓ Manage your Qualifier Groups & Qualifiers

- Click the arrow up  and arrow down  icons to sort your qualifier groups or qualifiers. This sorting will be applied in the cmLead App!
 - Click the edit icon  to make changes to the qualifier (group) description. Click the save icon  after completing your changes!
 - Click the delete icon to remove a qualifier (group).



STEP 3: GENERATING LEADS

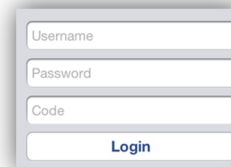
- ✓ Start the cmLead App on your device.



- ✓ Tab the settings icon in the top right corner.



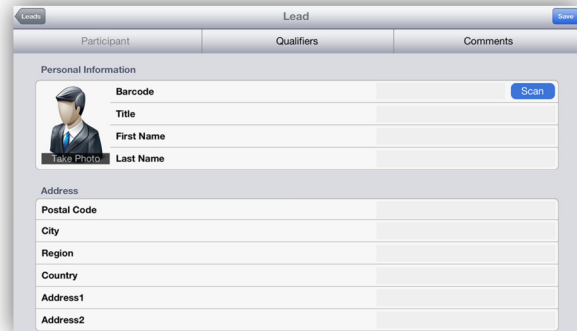
- ✓ Enter your Username, Password & Activation Code to login.
- ✓ The Lead Retrieval setup from step 2 will be transferred to your device!
- ✓ Tab the "Leads" button to start generating leads!



- ✓ Tab the "New Lead" button in the top right corner to generate a new lead.



- ✓ There are three options to generate a new lead:
 1. Using the iScan
 - Make sure the iScan was connected to your device before starting the cmLead App!
 - Tab the "Scan" button to activate the iScan (a red beam should be visible) and scan the participant's barcode.
 2. Using the built-in camera of your device
 - If the iScan is NOT connected to your device, the built-in camera will be used.
 - Tab the "Scan" button to activate the camera and scan the participant's barcode.
 3. Manually
 - Enter the participant's barcode manually.



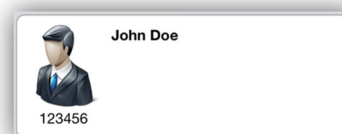
After validating the barcode, all available participant profile data will be pre-filled for you!

- ✓ Feel free to make changes to existing participant information or to add additional participant information (including taking a picture of the participant)!
- ✓ Tab "Qualifiers" to select one or more qualifiers for this lead.
- ✓ Tab "Comments" to enter free text for this lead.

Changes and/or additions will only be available to you and not to other exhibitors!



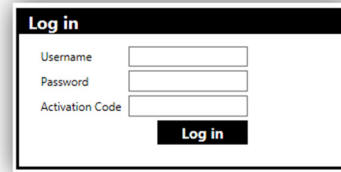
- ✓ Tab the "Leads" button in the top left corner to see all your generated (saved) leads.
 - You can view lead details by clicking on a "lead business card"!
 - Tab the "Edit" button to make changes to your leads!



- ✓ Your leads will be automatically synchronized with the Lead Retrieval web application using Wi-Fi.

STEP 4: EXPORTING LEADS

- ✓ Open the Lead Retrieval web application at the location specified on page 1
- ✓ Enter your Username, Password & Activation Code as provided on page 1:



Log in

Username

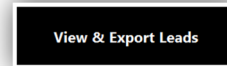
Password

Activation Code

Log in

- ✓ Select "View & Export Leads" on the navigation screen to get an overview of all your synchronized leads.

Please contact the Lead Retrieval Desk if you have any questions concerning your leads!



- ✓ Click the "Export to Excel" button to create a Ms Excel file containing all you synchronized leads.

Save the Ms Excel file to your local hard disk and start exploiting your leads!

