

**ECCO**  
**17**

**17<sup>th</sup> ECCO - 38<sup>th</sup> ESMO - 32<sup>nd</sup> ESTRO**  
**European Cancer Congress**  
**Reinforcing multidisciplinary**

AMSTERDAM, 27 SEPTEMBER - 1 OCTOBER 2013

EXHIBITOR SERVICE MANUAL

**ESMO**  
**38**

**ESTRO**  
**32**

[www.ecco-org.eu](http://www.ecco-org.eu)



**In partnership:**



Dear Partners,

On behalf of ECCO – the European CanCer Organisation, we are pleased to forward you the European Cancer Congress 2013 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 2011 Stockholm European Multidisciplinary Cancer Congress; 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 2013. This manual is also available online on [www.ecco-org.eu](http://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 Amsterdam in September and wish you a successful preparation to the Congress!

Best wishes,

On behalf of ECC 2013 operations team,

Adline Lewuillon  
Congress Operations Manager

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## KEY DATES & DEADLINES

30 April 2013	Deadline to submit satellite symposia draft programme
04 July 2013	Deadline to submit satellite symposia final programme for insertion in the Programme book  Deadline for exhibiting companies to submit company profile and logo for insertion in the Programme book and online
31 July 2013	<a href="#"><u>Deadline to submit complete stand drawings</u></a>
06 August 2013	Deadline receipt of payment and number of participants for regular rate group registrations  Deadline receipt of full names, addresses and specialties of all group participants
15 August 2013	Deadline to book accommodation (Official housing agent: MCI Amsterdam)
07 August 2013	Late breaking abstract submission deadline
30 August 2013	Deadline to order all exhibitor badges  Deadline to order "satellite symposium only" badges  Deadline to order exhibition services online to avoid surcharges
14 September 2013	Deadline to order lead retrieval systems (badge scanners)
25 - 27 September 2013	Exhibition build-up days
<b>27 Sept - 01 Oct 2013</b>	<b>European Cancer Congress 2013 days</b>
28 - 30 September 2013	Exhibition opening days
30 Sept - 01 Oct 2013	Exhibition dismantling days

## CONTACT INFORMATION

### Congress secretariat

The ECC 2013 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: [ecc2013@ecco-org.eu](mailto:ecc2013@ecco-org.eu)

### Contact persons

#### Exhibition and Hospitality suites

Adline Lewuillon  
[adline.lewuillon@ecco-org.eu](mailto:adline.lewuillon@ecco-org.eu)  
+32 (0)2 775 02 40

#### Satellite symposia

Bart Frederix  
[bart.frederix@ecco-org.eu](mailto:bart.frederix@ecco-org.eu)  
+32 (0)2 775 29 35

Emilie Fillod  
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#### Congress operations

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+32 (0)2 775 02 40

Gertrude Kort  
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+32 (0)2 775 02 41

#### Registrations (groups & individuals)

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[riitta.kettunen@ecco-org.eu](mailto:riitta.kettunen@ecco-org.eu)  
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#### Scientific programme

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Rebekka Mattyasovszky  
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+32 (0)2 775 02 06

## Congress centre

ECC 2013 will be held at:  
Amsterdam RAI  
Europaplein  
NL 1078 GZ  
Amsterdam  
P.O. Box 77777  
NL 1070 MS Amsterdam  
T: +31 (0) 20 549 12 12  
F: +31 (0) 20 646 44 69

For detailed information on the venue, please visit: [www.rai.nl](http://www.rai.nl)

## Contact persons

Project team

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+31 (0)20 549 3238

Mieke Nusselder  
[m.nusselder@rai.nl](mailto:m.nusselder@rai.nl)  
+31 (0)20 549 1624

Catering management

*On-stand delivery, satellite symposia, meeting rooms & hospitality suites*  
Jacqueline Felix, Paulien Schuitemaker, and Simone Brommer  
[banqueting@rai.nl](mailto:banqueting@rai.nl)  
+31 (0)20 549 2346

## Exhibition Services

Gielissen Exhibition & Event Services and Amsterdam RAI Exhibitor Services have been appointed as the general service contractor for all exhibition services.

The ECC 2013 online manual is now live!

The online manual contains important information regarding the show and you can also place your stand orders through this manual.

The link to the manual is: <http://gees.gielissen.com/en/login>  
Here you can click on the show ECC 2013 Amsterdam

To access the online manual, please register via the button 'new exhibitor'.  
Here you can fill in all requested information and create a new account. We will send you an email containing log in and pass word within 24hrs on working days after online registration.

**Gielissen** will provide the following services for ECC 2013:

- Shell scheme stand and stand additions
- Electricity Main Connections, Lighting & Wall Sockets
- Water Connections & Compressed Air
- Carpet & Floor
- Furniture
- Audiovisual equipment
- Signage (Graphics & Printing)

- Floral Decorations
- Stand Cleaning
- Rigging (request form)
- Man Power (request form)
- Hostesses (request form)

Your dedicated contact person from Gielissen for the ECC 2013 is:

Ms. Fabienne Brandt

Tel: +31 (0)20 581 1411

[ecc@gielissen.nl](mailto:ecc@gielissen.nl)

**RAI Exhibitor Services** will provide the following services and can be ordered via the link below or via Gielissen online manual:

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

The link to the RAI Exhibitor Services web shop: [RAI Exhibitor Services Webshop](#)

To access the web shop for the first time, please fill in the requested information to create an account. You can choose your own password. Once your account is created you can access the web shop using your e-mail address and password.

Your dedicated contact person from Amsterdam RAI Exhibitor Services for ECC 2013 is:

Mr. Dennis Disseldorp

Tel: +31 (0)20 549 1928

[exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)

### Freight forwarding partner

Kristal has been appointed as the official freight forwarding partner for ECC 2013 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](mailto:geert.frere@kristal-logistics.com)

+32 (0)2 753 07 37

### Local housing partner

MCI Amsterdam Office has been appointed as the official local housing partner for ECC 2013 and is offering hotel accommodation for both groups and individuals.

Accommodation

Hospitality suites & meeting rooms in hotels

MCI Amsterdam Office

Tel: +31 206793411

Fax: +31 206737306

Email: [amsterdam2013@mci-group.com](mailto:amsterdam2013@mci-group.com)

We kindly ask you to contact the appointed local housing partner DIRECTLY

Please do NOT contact the ECC 2013 Secretariat for this information



## PLANS & ACCESS

### Exhibition plan

For latest status, electronic exhibition floor plans are available for consultation on:  
<http://eccamsterdam2013.ecco-org.eu>

An updated exhibitor listing is also available on the Congress website

### Access plan

The Exhibition hall operated by RAI 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/RAI"

### General floor plan

For general floor plans of the Congress centre and exhibition hall, please visit <http://www.rai.nl>

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



# EXHIBITION

## Opening hours

Saturday 28 September 2013	09:30 - 16:30
Sunday 29 September 2013	09:30 - 16:30
Monday 30 September 2013	09:30 - 16:30

## Conditions of participation

### Appointed representatives

If an exhibiting company wishes to appoint an agent – stand builder to conduct its affairs at ECC 2013, 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 2013 will be held in Hall 1 of the RAI.
- 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 1 is 16.5m (**maximum building height is 4.50 m**)
- There are no pillars in Hall 1
- 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 3 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 RAI**

## ACCOMMODATION REGULATIONS AMSTERDAM RAI

**Amsterdam RAI has clear cut, unequivocal Accommodation Regulations for organisers, participants, suppliers and other relevant (legal) entities.**

The information contained in the RAI's Accommodation Regulations provide you, as a client, with comprehensive, correct 24/7 insight into the preconditions for safely and accurately participating in an event at Amsterdam RAI in accordance with the law or organising an event at Amsterdam RAI.

[www.rai.nl/accommodationregulation](http://www.rai.nl/accommodationregulation)

## 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 Adline Lewuillon at: [adline.lewuillon@ecco-org.eu](mailto:adline.lewuillon@ecco-org.eu) before 31 July 2013*

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)

Indicating 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*

ECC 2013 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 of 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*

**For island (4 open sides) and peninsula (3 open sides) stand types, ECCO requires that line of sight through the stand be possible from aisle to aisle for at least 40% of the stand width when viewed from each open side.**

**As an example of assessment criteria, 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.

#### *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 or an Exhibitor Spotlight Theatre. 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 RAI Accommodation Regulations ([www.rai.nl/accommodationregulation](http://www.rai.nl/accommodationregulation))

#### *Access to stand*

Exhibitors are obliged to grant official supervisory staff and accredited representatives of the RAI 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 RAI.**

### ***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 RAI

“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 2013.

**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 RAI Accommodation Regulations ([www.rai.nl/accommodationregulation](http://www.rai.nl/accommodationregulation))

#### ***Smoking ban***

Smoking is prohibited in all public indoor 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 RAI's area, either indoors or outdoors, without written permission from ECCO and the RAI.

#### ***Hot work***

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

#### ***Emergency exits***

Escape routes and emergency exits (indoor and out) should be 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 RAI:

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 RAI'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 RAI.

#### *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 RAI, 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 the RAI. All catering offered within exhibit areas should be ordered from the RAI.

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 2013 Programme book with their company name, stand number, contact person and contact e-mail address, as well as online on [www.ecco-org.eu](http://www.ecco-org.eu).

### *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.

Licensing for copyrighted work is the sole responsibility of the exhibitor.

### *Photography and filming*

No part of the RAI 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 performance 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 Adline Lewuillon, [adline.lewuillon@ecco-org.eu](mailto:adline.lewuillon@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 [adline.lewuillon@ecco-org.eu](mailto:adline.lewuillon@ecco-org.eu) or a sample to Adline Lewuillon at ECCO, Av. Mounier 83, B-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 treating 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 hospitality suites

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 and when written permission of 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 2013.
- 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](#) - Also visit the [Dutch Code of Conduct for Pharmaceutical advertising](#)
- [IFPMA](#) - In all cases, exhibitors are responsible for ensuring that their promotion during the Congress is legally and ethically acceptable in The Netherlands.

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

#### *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 on entry to the Congress Centre.

### **INSURANCE**

Ordinary insurance policies do not normally cover exhibiting at fairs. Separate transport and exhibition insurances are often very expensive and yet provides less cover than the exhibition insurance offered. Transport companies' liability insurance is also very limited. Together with the insurance provider AON, Amsterdam RAI has come up with the most favourable and simple exhibitors' insurance on the market.

[For more information, please go to the online Exhibitor Service Manual \(info on p. 6\)](#)

## BUILD-UP & DISMANTLING

During construction phase, working passes must be worn by all personnel. They have to be ordered directly with the RAI, via the online manual (see p. 6 of this document).

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 RAI (Schenker/Kristal) are permitted within the loading bay and exhibition hall)

### EXHIBITION SCHEDULE AT A GLANCE

#### Exhibition build-up days

25-27 September 2013

##### *Working hours:*

Wednesday 25 September 2013	07:00 - 22:00
Thursday 26 September 2013	07:00 - 22:00
Friday 27 September 2013	07:00 - 22:00

##### End of exhibition build-up period:

Friday 27 September 2013 at 22:00

#### Exhibition opening times

Saturday 28 September 2013	09:30 - 16:30
Sunday 29 September 2013	09:30 - 16:30
Monday 30 September 2013	09:30 - 16:30

#### Exhibition dismantling days

30 Sept - 01 Oct 2013

##### *Working hours:*

Monday 30 September 2013	18:15 - 00:00
Tuesday 01 October 2013	07:00 - 00:00

#### Build-up

Parking P9 will be open from Wednesday 25 to Friday 27 from 07:00 to 22:00 (during build-up). The parking will not be guarded and for security reasons, locked after opening hours. Trucks can park at the long term parking area, P9 & P10 (with reservations) for the entire duration of the show, build up and dismantling included and a parking ticket can be purchased directly at P9.

Trucks will be requested to report at the parking at P9 1 minimum 1 hour prior the confirmed slot. On appropriate time, they will be directed to the exhibition hall for unloading.

All cars < 1.90m will be directed to RAI parking garages (free during build-up and dismantling periods only), which will also allow close access to exhibition grounds.

#### Dismantling

The dismantling starts on 30 September at 18.15. No traffic will be allowed in the loading area before 20.30 in order to allow removing carpets & arranging return delivery of empty packaging.

## EXHIBITION TIMETABLE

### **Wednesday 25 September 2013**

07:00 - 22:00	Hall access for build-up
<i>Unloading</i>	
07:00 - 15:00	Vehicle access to loading area for stands over 300 sqm
15:00 - 22:00	Vehicle access to loading area for stands over 150 sqm

### **Thursday 26 September 2013**

07:00 - 22:00	Hall access for build-up
<i>Unloading</i>	
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 at 16:00**

### **Friday 27 September 2013**

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
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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 28 September 2013**

09:30 - 16:30	Exhibition open
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### **Sunday 29 September 2013**

09:30 - 16:30	Exhibition open
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### **Monday 30 September 2013**

09:30 - 16:30	Exhibition open
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**Dismantling cannot start before 18:15 although exhibition closes at 16:30. Exhibition hall must remain empty between 16:30 and 18:15. Empty packaging will only be delivered (if booked via Kristal) or available as of 18:15**

18:15 - 20:30	Removal of valuables and delivery of empty packages cases by Kristal (if booked)
20:30 - 00:00	Dismantling – Vehicle access to loading area for all stands

### **Tuesday 01 October 2013**

07:00 - 00:00	Dismantling – Full vehicle access to loading area
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## 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 2013 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 StockholmsMässan 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. Simply indicate your preference when completing the Badge form, e.g. the number of "company name" only badges and the number of "Individual name" badges you wish to receive.

Deadline to order free exhibitor badges is 30 August 2013.

#### *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
300 & 399sqm	45
400 & 500sqm	55

#### Additional exhibitor badges

If the number of free exhibitor badges is insufficient, extra badges may be purchased. All exhibitor badges must be ordered using the Badge form to be found further in this manual.

#### Deadline to order extra exhibitor badges is 30 August 2013

#### Extra exhibitor badges fees: €75 excl. VAT

Payment can only be made by credit card

Exhibitor badges ordered on site must be paid for directly on collection at the Exhibitor registration desk by cash or credit card (Visa, MasterCard and Amex).

Lost badges will not be replaced. In this case, a new exhibitor badge may be ordered. Unused badges will not be credited, regardless of circumstances.

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

Exhibition opens as follows:

28-29-30 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:

28-29-30 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 close periods, a specific procedure will be established to allow exhibitors' guests in (provided they are duly registered and wear the regular conference 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 main entrance hall. Those stickers can be requested to validate regular conference badges for exhibit access during a closed period.

**IMPORTANT:** for obvious security reasons, those stickers will be distributed to or in presence of an exhibitor only. 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.

#### Exhibitor registration desk

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

#### Opening times

Thursday 26 September	07:00 - 15:00	by appointment only
	15:00 – 18:00	without appointment
Friday 27 September	07:00 - 18:00	
Saturday 28 September	07:00 - 18:00	



Sunday 29 September 07:00 - 18:00  
Monday 30 September 07:00 - 18:00

**NEW PROCEDURE:** A period will be exclusively reserved to organise appointments with exhibitor representatives, for a collection of minimum 10 exhibitor badges.

On Thursday 26 September, exhibitor representatives can take an appointment between 07:00 and 15:00, to have a dedicated time to pick up all exhibitor badges.

As of 15:00 on 26 September, the Exhibitor Registration Desk will be open for individual pick-up of exhibitor badges.

### 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 main entrance hall, Hall K, directly adjacent to the exhibition hall, Hall 1.

This exhibitor service desk will allow you to order additional facilities and various exhibition services with Gielissen & RAI (see p. 6 of this document)

Kristal service desk will be located in Hall 4-5, directly adjacent to Hall 1, and you will be able to arrange this them 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 25 September 07:00 until Friday 27 September 22:00 and during the dismantling period from Monday 30 Sept 18:15 to Tuesday 01 Oct 00:00.

Working passes have to be ordered with the RAI, via the online manual.

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.

Under no circumstances can individuals carrying working passes access the exhibition grounds from Saturday 28 September to Monday 30 September 18:15.

Individuals involved with stand build-up and dismantling who need access to the exhibition grounds between Saturday 28 7:30 and Monday 30 16:30 have to purchase an exhibitor badge.

### FREE CONGRESS MATERIAL

Each exhibiting company is entitled to free congress bags including all congress material. The number is based on the exhibition area rented.

The ratio is set out below:

Stand size between	Bag(s)
9 & 25sqm	1
26 & 50sqm	2
51 & 75sqm	3
76sqm and more	4

One congress bag includes a Programme book, an Abstract book on a USB stick, a voucher for an Education Book on USB stick, a voucher for a Poster Webkey and a Pocket programme. Each exhibiting company will receive vouchers for the number of allocated congress bags. These can be collected from the Bag distribution centre, located next to the registration area.

# The European Cancer Congress 2013

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## Exhibitor badges order form

Please complete and return to the Congress Secretariat at ECCO  
Avenue E. Mounier 83, B-1200 Brussels, Fax: +32 (0) 2 775 02 00, E-mail : [emilie.fillod@ecco-org.eu](mailto:emilie.fillod@ecco-org.eu)

### **We would like to order the following exhibitor badges at the European Cancer Congress 2013**

..... Exhibitor badges "Company name" only

..... Exhibitor badges "Individual name" \*

\*Upon receipt of your completed exhibitor badge order form, you'll receive a personalised Excel-File to complete with your exhibitors' names (not applicable for 'company name' only badges), company and profiling information. The deadline to return the completed file is 30 August, to [emilie.fillod@ecco-org.eu](mailto:emilie.fillod@ecco-org.eu)

Company/Organisation ..... VAT number .....

Contact Person.....

Full address.....

Telephone ..... Fax.....

Email.....

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We agree to pay the additional exhibitor badges ordered beyond the free exhibitor badge allocation communicated in the Exhibitor Service Manual. Cost is 75€ excl. VAT and exhibitor badges give access to the exhibition hall ONLY.

Exhibitor contact person and company/agency name (responsible for the distribution of the exhibitor badges to the individual exhibitor participants): .....

Telephone/Mobile of exhibitor representative in Amsterdam: .....

Please select your handling option below:

- ☐ Collection of all exhibitor badges. Preferred pick-up appointment (time): .....
- ☐ No representation on-site: individual exhibitor participants will pick up their badge individually

Please note that the full exhibitor badges' order needs to be paid before the badges will be handed over.

### **Payments can only be made by credit card**

- ☐ VISA                      ☐ American Express                      ☐ MasterCard

Card number ..... Cardholder's name .....

Expiry date ..... Control code (3-digit) .....

We accept the regulations as stipulated in the Exhibitor Service Manual and agree to observe and abide by them.

Signature ..... Date .....

This application is legally binding on the company pending its acceptance in writing by the organiser.

## EXHIBITORS IDEX

### Participate to ECC 2013 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 2013
- To collect earliest feedback from the exhibitors survey

ECC 2013 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 29 September 2013 from 16:45 to 18:15

#### *Where:*

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

#### *How:*

An exhibitor survey will be distributed in due time. Each exhibiting company will be kindly asked to fill it in and hand it over to an ECCO staff member who will visit you at your stand before the Exhibitors IDEX, to collect all surveys and confirm your invitation to this exhibitors' tailor-made session!

Please fill in the below confirmation form, and return it by fax (+32 (0)2 775 02 00) or by e-mail (adline.lewuillon@ecco-org.eu) before 30 August 2013.

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### ECC 2013 Exhibitors IDEX

☐ I will not attend the ECC 2013 Exhibitors IDEX

☐ I will attend the ECC 2013 Exhibitors IDEX

Company \_\_\_\_\_

Names 1. \_\_\_\_\_

Function \_\_\_\_\_

2. \_\_\_\_\_

Function \_\_\_\_\_

Contact details \_\_\_\_\_

Signature ..... Date .....



More than just  
forwarding...

Bedrijvenzone Machelen / Cargo  
Building 829A  
1830 Machelen - Belgium  
Tel: +32 (0)2 7514680  
Fax: +32 (0)2 7514720  
info@kristal-logistics.com

BE 0453 812 916 - RPR Brussel  
Verg.Vervoerscom. 2262.001  
KBC 444-8624521-45  
BIC - KREDBEBB  
IBAN - BE44 4448 6245 2145  
www.kristal-logistics.com

## SHIPPING GUIDELINES ECC AMSTERDAM 2013

### Introduction

KRISTAL bvba, have been appointed by the organizer – ECCO - as the official freight forwarder, customs clearance agent and on-site drayage contractor. No other contractor will be permitted to operate lifting services.

It is our commitment to ensure exhibits arrive on time and in good condition for the opening of the exhibition.

This shipping manual will assist you in your preparation for the correct and timely dispatch of exhibits to Amsterdam. Please follow these instructions closely.

The range of services provided by our company include:

- Transportation, national and international
- Temporary and permanent customs clearance
- On-site handling, labor, forklift and crange
- Labeling, removal and storage of empty boxes and crates, return to stand upon closure of the exhibition.
- Accessible storage for brochures and give-away items during the event
- On-site assistance & supervision

### General

Venue : RAI Amsterdam  
Europaplein 8  
NL – 1078 GZ Amsterdam

Build-up : Wednesday 25 September 07.00 to 15.00 for stands over 300 sqm  
15.00 to 22.00 for stands over 150 sqm  
Thursday 26 September 07.00 to 22.00 for stands over 70 sqm  
10.00 to 22.00 all stands

Modular stands will only be accessible as from 26 September at 16.00

Friday 27 September 07.00 to 22.00  
Aisles need to be cleared and empty crates to be moved out at latest 15.00

Dismantling : Monday 30 September 18.15 to 00.00  
Tuesday 1 October 00.00 to 24.00

**On Monday 30 September exhibition closes at 16.30 but dismantling can only start as from 18.15 due to sessions in the neighboring halls.**

**No trucks will be allowed in the loading area before 20.30 and this to enable us the removal of the carpets and to arrange return delivery of the empty crates to the stands.**

All goods not removed in time will be collected by Kristal.

All costs incurred will be charged to the exhibitor.

**International Co-ordinators**

Kristal	Contact : Geert Frère
Business Park	
Machelen / Cargo	Tel : +32 (0)2 7514680
Building 829a	Fax : +32 (0)2 7514720
B – 1830 Machelen	email : <a href="mailto:geert.frere@kristal-logistics.com">geert.frere@kristal-logistics.com</a>

**Consigning instructions****AIR FREIGHT**

AWB consigned to :	Schenker International BV c/o fairs and events Fokkerweg 300 1438 AN Oude Meer The Netherlands
Notify :	Ref : ECC Amsterdam 2013 Exhibitor name : Stand nr :

Airport destination :	Amsterdam (AMS)
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**Deadline arrival at Amsterdam airport :**

Non EU goods :	18 September 2013
EU goods :	24 September 2013

**ROAD FREIGHT and COURIER shipments to the advanced warehouse**

Consigned to :	Schenker International BV c/o Amsterdam RAI Wielingenstraat, Entrance P9 1079 GZ Amsterdam, The Netherlands
	Ref : ECC Amsterdam 2013 Exhibitor name : Stand nr :

**Deadline arrival at Amsterdam advanced warehouse :**

EU goods :	26 September 2013
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### **DIRECT DELIVERIES**

Address : RAI Amsterdam, Wielingenstraat, entrance P9, NL – 1079 GZ Amsterdam

Direct deliveries with trucks to the venue are restricted.

Direct shipments to the exhibition site will only be accepted on move-in dates and hours.

Vehicles need to be removed immediately once unloading operations have been completed.

**To avoid traffic congestion and to allow us a fast and smooth move-in, an unloading slot will be required for all vehicles larger than a car.**

Please fill in the attached form to obtain move-in / move-out schedule and return by fax to +32 (0)2 7514720 or by email to [geert.frere@kristal-logistics.com](mailto:geert.frere@kristal-logistics.com).

All trucks arriving without an unloading slot, will be unloaded once the full schedule has been completed.

On arrival, all trucks need to register to the Kristal / Schenker desk at the entrance P9 and this approx. 1 hour prior to the confirmed slot. Our staff will direct the trucks to the unloading area according to the schedule. If the truck does not arrive at the booked time, slot will automatically be given to the next in the queue.

### **Courier Shipments**

Because of temporary Import Bonds for goods from outside EC, we discourage the use of Couriers to ship any material directly to the booth at the show site. Courier companies will not be able to clear your goods and will have difficulties to deliver your goods in time. To avoid this, it is advisable to consign the goods to the advanced warehouse address. You will be liable for customs and handling charges but this ensures your goods are delivered to your stand.

### **Shipping pre-advice**

Full details of dispatch together with copies of invoices, AWB, CMR, Bill of Lading have to be faxed upon departure to Kristal by fax to +32 (0)2 7514720 or by email to [geert.frere@kristal-logistics.com](mailto:geert.frere@kristal-logistics.com).

### **Documentation ( for non-EC shipments )**

Commercial invoices (5-fold) prepared into a form of packing list with values of each item, description of the goods, measurements in cm, gross & net weight in kg, showing exhibitors name and stand number, addressed to

ECC 2013 c/o Schenker RAI, Wielingenstraat, NL-1079 GZ Amsterdam.

Invoice must show a declaration that goods are "For display at ECC meeting at RAI Amsterdam".

**Case Marking**

All cases must be clearly marked/stenciled on two (2) sides with the following information :

*Your Company Name :* \_\_\_\_\_

*ECC Amsterdam 2013* \_\_\_\_\_

*Booth number :* \_\_\_\_\_

*Case Number ( ex. 1/3 – 2/3 ) :* \_\_\_\_\_

*Gross Weight :* \_\_\_\_\_

*Dimensions in cm :* \_\_\_\_\_

**Insurance**

It is the exhibitor's responsibility to ensure that his goods are covered by a comprehensive marine insurance policy, which covers the goods at all times i.e. from premises to stand, duration of exhibition and return to premises. On written demand, Kristal or their agents can arrange this for you.

**Return transport**

We will contact all exhibitors separately on-site to organize the return of the goods to point of origin or other designated destinations.

**Terms & Conditions of Trading**

All business is undertaken by owner's risk.

Tariffs are calculated using current freight and exchange rates. Any major fluctuation in either between now and work-date will be reflected in our final invoice.

Contracting Kristal bvba or their agents implies acknowledgement and acceptance of Kristal bvba conditions of trading.

**Terms of payment**

Payment is due on presentation of invoice unless otherwise agreed in writing with Kristal bvba or their agents. In all other cases on-site charges billed at the exhibition will require immediate payment by cash or credit card.

Any disputes or queries relating to invoices originating from this office should be notified to Kristal bvba within seven days of invoice date.



ECC AMSTERDAM 2013  
STAND CONTRACTOR INFORMATION FORM

Exhibitor name : .....

Stand nr : .....

( ) We ordered a shell scheme, through organizers / exhibition centre,  
we do not have a stand building contractor

( ) We will use the stand building contractor below

Company name : .....

Contact person : .....

Address : .....

.....

.....

VAT nr : .....

Tel nr : .....

Fax nr : .....

e-mail : .....

Please send this completed form back by fax or e-mail **before 3 August 2013**

To Kristal Logistics

Att. Geert Frère

e-mail : [geert.frere@kristal-logistics.com](mailto:geert.frere@kristal-logistics.com)

fax : +32 (0)2 7514720

## ECC AMSTERDAM 2013

### UNLOADING / RELOADING SCHEDULE

#### FORM FOR DIRECT DELIVERIES TO RAI AMSTERDAM

Company name : .....
Contact : .....
Email : .....
Tel nr : .....
Fax nr : .....
Hall nr : ..... Stand nr : .....

We would like to have following unloading/reloading slots :

<u>Build-up</u>
Date : .....
Hour : .....
Length of the truck : ( ) 4 meters      ( ) 6 meters      ( ) 12 meters or more.....
Truck license number : .....

<u>Dismantling</u>
Date : .....
Hour : .....
Length of the truck : ( ) 4 meters      ( ) 6 meters      ( ) 12 meters or more.....
Truck license number : .....

Slots will be given on a first come / first served base.

Trucks need to report to the Kristal / Schenker desk entrance P9, minimum 1 hour before the confirmed slot. Our staff will guide the truck to the unloading area on the confirmed slot time.

Please send this completed form back by fax or e-mail **before 13 September 2013**

To Kristal Logistics

Att. Geert Frère

e-mail : [geert.frere@kristal-logistics.com](mailto:geert.frere@kristal-logistics.com)

Fax : +32 (0)2 7514720

# ECC AMSTERDAM 2013

## MATERIAL HANDLING AND FREIGHT INFORMATION FORM

Company name : .....  
 Contact : .....  
 Email : .....  
 Tel nr : .....Fax : .....  
 Hall nr : ..... Stand nr : .....

1. We have no materials to be shipped to Amsterdam ( )  
 We will take our goods in our luggage or with our car ( )

2. We would like to ship our materials by your company, please send us an offer without any engagement :  
 Pick-up address : .....  
 .....  
 .....  
 Estimated volume / weight : .....m<sup>3</sup> .....  
 Transport by : ( ) ocean ( ) air ( ) road  
 Return transport : ( ) yes ( ) no  
 Value of the goods :

3. We will ship our material :  
 By transport company : .....  
 Tel. : .....Ctc : .....  
 Estimated volume / weight : .....  
 Transport by : ( ) ocean ( ) air ( ) road  
 Directly to show site ( ) To the advanced warehouse ( )

4. Storage empty crates during the exhibition: Estimated volume (m3): .....

5. On site handling requirements  
 ( ) forklift 3T ( ) labour ( ) pallet truck

6. Remarks : .....  
 .....

7. Invoicing address : .....  
 .....  
 .....  
 VAT nr : .....  
 Signature : .....

Please send this completed form back by fax or e-mail **before 6 September 2013**  
 To Kristal Logistics  
 Att. Geert Frère  
 e-mail : [geert.frere@kristal-logistics.com](mailto:geert.frere@kristal-logistics.com)  
 fax : +32 (0)2 7514720



## Group Bookers – On-site handling options & Hotel delivery of Congress Bags

For the collection of your group's congress material on-site in Amsterdam the following group handling options are available:

- **Collection of all congress material (appointment-system):**  
The group leader or an authorized representative will collect both congress badges and bags for the entire group and distribute it to each individual delegate.  
**Hotel delivery of congress bags through Kristal is NOT possible.**
- **Collection of congress badges only (appointment-system):**  
The group leader or an authorized representative will collect the congress badges only;  
The congress bags:
  - are delivered to the delegates' hotel(s) or
  - a voucher for the collection of the congress bag is included in each congress badge – each individual delegate will collect his/her conference bag.**Hotel delivery of Congress Bags through Kristal is possible.**
- **Individual pick-up of congress material (no representation on-site):**  
Beginning of September, the group leader will receive and distribute individualised bar code letters for each group participant. The bar-code letters will ensure that each delegate within your group can easily and independently from the rest of your group pick up his/her congress material on-site.  
**Hotel delivery of Congress Bags through Kristal is possible.**

### **Thursday 26 September (07.00 – 19.00) is dedicated to group appointments.**

Groups will be informed in due time about the on-site group handling options and will be asked to make their choice (restrictions may apply for groups <30 pax). Applicable on-site group handling procedures will be communicated accordingly.

### **Important information on hotel delivery of congress bags:**

Congress badges and lanyards are distributed **exclusively** at the Congress Venue – **they are NOT included in the hotel delivery of Congress Bags!**

Hotel delivery of Congress Bags is organized by Kristal. For information and booking this service, please contact: Lieve Myvis, phone: +32 (0)2 7514680, email: [lieve.myvis@kristal-logistics.com](mailto:lieve.myvis@kristal-logistics.com)

## ECC AMSTERDAM 2013

### CONGRESS BAGS HOTEL DELIVERY FORM

Your ECC Group bookings nr : .....
Company name : .....
Contact : .....
Invoicing address : .....
.....
VAT nr : .....
Email : .....
Tel nr : .....
Fax nr : .....

We would like to have our congress bags to be delivered to the hotel :

Date : .....
Preferred delivery time : .....

Please note that we will deliver the bags to the hotel during the early morning of Thursday 26 September

<u>Hotel and delivery address</u>
.....
.....
.....
.....
Contact person at the hotel : .....

Estimated number of bags : .....
----------------------------------

Method of payment : credit card / advanced payment by wire transfer  
Cost : 2,00 Euro / bag with a minimum of 185,00 Euro  
(for hotels within a range of 20 km from the Congress site, others on request)

Your order must reach us **before 16 September 2013**

Please return this form to Kristal Logistics

Att. Lieve Myvis

e-mail : [lieve.myvis@kristal-logistics.com](mailto:lieve.myvis@kristal-logistics.com)

Fax : +32 (0)2 7514720

## External Activities: Guidelines

The following guidelines and policies are applied during the European Cancer Congress 2013, organised in partnership with ESSO, EACR, EONS and SIOPE, in Amsterdam, 27 September – 1 October 2013.

### 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 (08:00) until and including the end of the official Satellite Symposia (20:00). On Friday 27 September 2013 no such events may take place from 11:00 to 21:00.

### 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 27 September from 19:00-21:00) 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 (where available) can be booked through the Congress Secretariat additional meeting space in surrounding hotels may be booked through the local housing agent.

### 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.

**The programme for any third party press conference should be submitted and approved by the European Cancer Congress 2013 Press Consultants before any invitations are sent out. Contact: Mary Rice, Tel +33 (0) 3 21 82 54 44, Email: [mary@mrcommunication.org](mailto:mary@mrcommunication.org).**

## SATELLITE SYMPOSIA

### Permission

In order to obtain permission to hold a Satellite Symposium, an exhibition stand of minimum 27sqm is required.

Cancelling your exhibition space will automatically entail that you lose your satellite symposium slot

### The Satellite Symposium package includes:

- Rental of the room and standard setup (Theatre style, stage, lectern and speaker table)
- Amplification
- Data projection
- Technician and stage manager
- Publication of the satellite symposium on the congress website and in the Congress Programme Book
- Use of the speaker preview room
- Use of Congress logo on invitations and promotional documents
- One-time use of the pre-registered mailing list (available as of 14 August 2013)

### Programme: requirements and approval

- In order to avoid overlap with the official scientific programme and to ensure the scientific quality and scope, all Satellite Symposia programmes need to be submitted for review and approval by the Congress Scientific Committee
  - Companies are strongly encouraged to establish a multidisciplinary programme in line with the general concept of the Congress scientific programme
  - The ECC Scientific Committee makes the final decision on whether an application is accepted or rejected and is not held to justify its decision. No appeal is possible.
  - Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the ECC Scientific Committee
- The final programmes are published in the Congress Programme Book and on the Congress website if received not later than [1 July 2013](#). Abstracts related to satellite symposia are not published in the official Congress Abstract book (see further in this manual for print of abstracts).

### Promotional opportunities pre-event:

- **The sponsoring company will ensure that all publications referring to satellite symposia mention: “Official European Cancer Congress 2013 sponsored Satellite Symposium” to avoid any confusion with the official scientific programme.**

### *Congress logo and its usage*

- An electronic file of the congress logo (saved as EPS format) can be obtained from the ECCO Secretariat (Emilie Fillod - [emilie.fillod@ecco-org.eu](mailto:emilie.fillod@ecco-org.eu) or Bart Frederix - [bart.frederix@ecco-org.eu](mailto:bart.frederix@ecco-org.eu)), 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. Before reproducing the Congress logo, a printing proof must be sent to the ECCO Secretariat for approval.
- It is forbidden to type or insert graphics within the area marked around the congress logo.
- The original colours used in the logos should be respected. For technical details please contact the congress secretariat.



- The unauthorised use of the congress logo is strictly prohibited. It is not allowed to use the congress logo on actual PPT presentations of satellite symposia speakers.

#### *Pre-registered mailing list*

A mailing list of pre-registered participants for the purpose of not more than one mailing directly related to the satellite symposium can be made available on request at no additional charge. Mailing lists are supplied electronically (Excel file) and only include postal addresses, no email addresses, telephone or fax numbers (available as of 14 August 2013).

The mailing list will contain the contact information as provided by the participant or the group registration contact person on the registration form. It follows that the quality of the delegates' contact details, provided mainly through group bookings, will ultimately define the value of the mailing list.

Addresses cannot be duplicated or used in any other way other than for the direct purpose of the satellite symposium. A fee of 2.500,00 EUR plus 0.25 EUR per address will be charged in case the mailing list would be used for another purpose without the prior knowledge and consent of the organiser.

#### **Promotional opportunities at the Congress Venue:**

- **One poster board** will be made available **in the registration area** to be used for displaying one poster announcing the Satellite Symposium, on the day the Satellite Symposium is held. Your poster dimensions should be of maximum 95cm (width) by 186cm (length) and structure to hold the posters will be shell scheme. It is mandatory to produce a poster to be placed on the structure itself. Location will not allow self-standing banners. The affixing material will be provided free of charge onsite.

- **One poster board** will also be made available immediately **outside the hall** during the hour preceding the satellite symposium, to be removed immediately after the end of the satellite symposium. Your poster dimensions should be of maximum 95cm (width) by 186cm (length) and structure to hold the posters will be shell scheme. The affixing material will be provided free of charge onsite. It is authorised to bring a self-standing banner instead of producing a poster to fix on the structure, as long

*For the 2 poster boards, companies are requested to place their posters themselves, at appropriate days/times.*

Signposting at the Congress venue other than described above is strictly forbidden. Failure to observe this procedure shall render the company liable to a fee of up to 25% of the total rental cost and/or possible penalty in terms of Accrued Points.

- **Flyer Hostesses:** Satellite organisers are allowed to have a limited number (the ratio is defined based on the capacity of the lecture halls) of hostesses distributing flyers announcing the Satellite Symposium on the ground floor of RAI Amsterdam (registration area only of Hall 2), only on the day the Satellite Symposium is being held. No other "flyering" activity is allowed.

- **Guiding hostesses:** A limited number (the ratio is defined based on the capacity of the lecture halls) of guiding hostesses (directing people to a specific room) are allowed in the conference centre as long as they do not distribute anything, as of 1h hour prior to the official start of the satellite symposium only.

#### Ratio for hostesses is set as below:

1000-1075 seats	10 persons maximum
700 seats	7 persons maximum
500 seats	5 persons maximum
300 seats	3 persons maximum
220-270 seats	2 persons maximum

### Hostess badges

Gielissen is the official partner to contact to hire hostesses for services related to Satellite Symposia, and we strongly encourage all companies to contact Gielissen for hostess services related to satellite symposia. Hostesses hired through Gielissen do not need to wear a Congress badge.

Hostesses hired through a different agency have to wear a valid "Satellite Symposium only badge", which has to be ordered, from ECCO, by the company by the communicated deadline.

- Signposting at the Congress venue other than described above is strictly forbidden. Failure to observe this procedure shall render the company liable to a fee of up to 25% of the total Satellite Symposium rental cost and/or possible penalty in terms of Accrued Points.

IMPORTANT: Satellite organisers are kindly asked to refrain from leaving unused invitations at the Congress venue. In the instance of non-adherence to this rule, an additional cost will be charged for removal.

### Other means of promotion:

Promotion other than listed in this Exhibitor Service Manual is strongly discouraged and any initiative or proposal is subject to the approval of the organiser. Proposals should be sent to the ECCO Secretariat. Violation of the regulation may result in expulsion without any indemnity.

### Promotion at the Congress hotels

Provided authorisation is granted by the appropriate hotel management, leaflets can be placed at the check-in or a poster can be put up in the lobby of the hotels. No other means of promotion is allowed in the hotels. Advertising on hotel key cards/door drops is not allowed.

### Giveaways

Gadgets that are distributed to participants should be professional in nature and should not exceed a maximum value of 5 EUR per item. Sharp, pointy or dangerous objects are not allowed. The organiser reserves the right to request invoices of the gadgets at any time.

### Access: set up and badging

- Companies will have access to the hall where the Satellite Symposium is held 1h before the assigned starting time if the scientific programme allows.
- Companies must adhere to the indicated start and end times of the reserved time slot.
- Extensions beyond the assigned timings are not allowed under any circumstances.
- All persons involved in the operations of the Satellite Symposium (staff, technical crew, speakers...) and all persons attending the Satellite Symposium must have a valid access pass.
- The Satellite Symposium must be open to all registered participants. All attendees to the satellite symposia will be required to wear a badge.

### Dismantling

- The hall should be completely vacated immediately after the end of the Satellite Symposium. Companies are responsible for removing all materials, waste, etc from the room.
- Installations or alterations to the rooms can only be made with the explicit approval from the ECCO Secretariat.

### Catering

- When suitable space is available, Satellite Symposium organisers may organise receptions before or after Satellite symposia. ECCO does not guarantee such space will be available.
- Receptions can only be organised with the ECC 2013 official caterer (RAI Banqueting services).

- Receptions cannot be organised during a session of the official Congress scientific programme, Opening Event (Friday 27 September from 19:00 to 21:30) included.
- Reception space must not be used for entertainment, poster displays, presentations or any other promotional purposes.
- Reception space must be open to all registered participants.

Companies that wish to organise catering should first contact Emilie Fillod or Bart Frederix, tel: +32 (0)2 775 02 40, to determine space availability.

- Once the request is confirmed by the ECC 2013 Secretariat all questions related to catering can be directed to the RAI Banqueting services (contact details will be provided upon confirmation of the catering request)

## **PROCEDURE FOR SATELLITE SYMPOSIUM BADGES – PLEASE READ CAREFULLY**

Please find below the 2 different types of badges that are available for Satellite Symposia organisers, and what they entitle you to.

1. Full day access badge (reserved for staff only)
  - A maximum of 5 complimentary badges are available for each Satellite Symposium booked. It will be possible to order additional ones at a cost of 75€ + VAT each. (Booking form can be available upon request)
  - This type of badge grants access to the Congress centre as of 08:00 on the day of the Satellite Symposium, and to the room where the Satellite Symposium is being held 1h prior to the start of the Satellite Symposium if the scientific programme allows. It also grants access to the Speaker Preview Room.
  - A complete list of names must be emailed to ECCO at the latest on **29 August 2013**.
  - These badges can be picked up at 8:00 on the day of the Satellite Symposium at the Satellite Symposium registration desk
2. Access 1h prior to the slot (for technical crew, faculty & visitors)
  - These badges only give access to the room where the Satellite Symposium is being held.
  - They can be picked up 1 hour prior to the start of the Satellite Symposium at the Satellite Symposium registration desk.
  - They have to be returned to the registration area at the end of the Satellite Symposium
  - It is not necessary to send a list of names.

**IMPORTANT:** persons not mentioned on the list of names received for each satellite symposium will NOT receive a satellite symposium badge before 1h prior to the start of the satellite symposium.

**Deadline to send the complete list of names is 29 August.**

## **AV support and Technical equipment**

The official AV partner has been selected. Lecture hall floor plans and detailed listing of technical equipment included in each lecture hall will be distributed in June 2013. Additional orders will be possible as of June 2013.

Orders and various AV arrangements will be coordinated by Michael De Backer:

[michael@debackerconsultants.com](mailto:michael@debackerconsultants.com)

Phone Australia +61 8 72 00 01 72

Phone Europe +44 20 32 87 23 77

Phone USA +1 718 395 36 37

## Speaker preview room – Speaker guidelines

### Language

Presentations as well as all audio-visual material should be presented in English (slides, DVDs ...).

### Presentations

All presentations are held in Microsoft PowerPoint on a PC running Windows.

If you are using other software than Microsoft PowerPoint on a PC running Windows (example : OpenOffice, PowerPoint for Mac, Keynote) please make sure your presentation is converted to Microsoft PowerPoint for Windows PCs before you travel to the congress (preferably by trying the converted presentation on a Windows PC).

Presentations in Acrobat PDF format or Word format are not accepted.

### Speaker preview room

Computerised presentation facilities (central congress network) are offered for all lectures. Satellite organisers are entitled to make use of the speaker preview room.

The speaker preview room will manage all projections and will stream the presentations to the assigned halls automatically. This method guarantees an easier management, a higher quality of projection and a quicker and smoother running of the presentations. The use of personal laptops (MAC and PC) for presentations will not be allowed.

PowerPoint presentations on USB memory stick (preferred medium) disk or CD Rom must be delivered at the speaker preview room at least two hours before the beginning of the

In the speaker preview room, a technician helps the speaker to transfer his or her presentation into the central congress network. When the transfer is complete, the technician performs a quick run of the presentation with the speaker to check whether the presentation runs correctly and all parts of the presentation are copied. Desktop computers will be available at the speaker's secretariat for last minute changes and reviewing your presentation.

In each session room, a technical assistant starts each presentation at the right time using the computer connected to the central congress network. When the presentation is launched, the speaker has control and can navigate with a remote device.

No more modifications can be made inside the session rooms where the session takes place

### Technical instructions

During the congress, presentations will run on PowerPoint 2010 with a projector resolution of 1024 x 768 pixels in 4:3 format (not 16:9).

Your presentation should be prepared in PowerPoint 2003, 2007 or 2010.

Preferred page setup is landscape orientation with high-contrast lettering and readable fonts (minimum font size = 24)

Use 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.

### **Suggestions to improve a PowerPoint presentation**

- In general: the smaller your PowerPoint presentation (in size) the easier to handle it.
- Any movie/image file must be in the same folder of the Power Point presentation and must be copied in the folder before being included in the presentation. (1) Alternatively use "Pack and go" or "Package to CD/DVD/USB" in PowerPoint 2003 and 2007. For ease of possible assistance if there is a problem with your movies (not playing on standard machines because codecs under which the movie was recorded are unknown and uninstalled on standard machines) we recommend not to use the new feature in PowerPoint 2010 to EMBED the movies inside your presentation. We advise to LINK to the movie file.
- We suggest putting maximum one movie per slide.
- The following media are recommended to facilitate the presentation download at the Slide Centre: USB memory sticks (preferred medium), CD-ROMs and DVD. It is also possible to download the presentation from a personal laptop at the Slide Centre, provided that the speaker stops at the Slide Centre at least two hours before the beginning of the session.
- Only single projection is available in the congress rooms, as the Organizer does not foresee the double projection.

### **Transitions:**

Please don't use timer controlled transitions. Timer controlled transitions are transitions that will switch to the next slide after x seconds or minutes. This will interfere with our cue light system and confuse you during your talk.

### **Pictures:**

Do NOT save the picture as BMP or TIFF (size is too big)

Images with .gif and .jpg extensions are recommended to obtain a light presentation (other kinds of extensions - recognizable by Power Point - will be accepted all the same).

Save the pictures used in your presentation on your CD, DVD or USB-stick (In case of problems we can re-insert the original).

### **Video:**

Movies must not exceed 50 MB each (50 mb is not necessary the limit, we can handle larger movies without any problems but the video may not show up smoothly). Always bring your movies on DVD or other support, and inform the technicians at the Slide Centre the day before the presentation.

MPG (MPEG), WMV or AVI are the only acceptable video formats

When using videos in (Apple) QuickTime: convert them to MPG or AVI before inserting the video in your presentation. QuickTime (MOV, MP4) cannot be played in PowerPoint and thus are not accepted. Save the videos used in your presentation on your USB-stick CD or DVD (In case of problems we can re-insert the original).

### **HTML:**

If you use hyperlinks to websites in your presentations, please download the website to your USB-stick CD or DVD. Try to avoid many different folders on the medium.

### **Graphics:**

Save the graphics or spreadsheets (Excel) used in your presentation on your USB-stick CD or DVD (In case of problems we can re-insert the original graphics or spreadsheets).

### **Fonts:**

Try to avoid use of non-Standard Windows fonts. If you are using specific, non-Standard Windows fonts (or if you are using Apple fonts not known on Standard Windows) then: include the fonts you have used on your USB-stick CD or DVD

#### Apple:

Please give your filename an extension ".PPT".

Check your presentation on a Windows (preferably Win7 with PowerPoint 2010) machine before you bring it to the conference. This will avoid a lot of stress at the conference: you will not have to fix things that are not working after the conversion from Apple to Windows at the conference

Always try the medium with your presentation on another PC before bringing it to the conference. And as always make an extra copy of your USB or CD/DVD.

#### NOTE (1)

Example: create the folder "PRESENTATION" and copy the necessary files for the presentation in it; then create the Power Point presentation including the films that were in the "presentation" folder. Finally save everything in the "presentation" folder.

### Opening times

Thursday 26 September	17:00 - 19:00
Friday 27 September	07:00 - 19:00
Saturday 28 September	07:00 - 18:30
Sunday 29 September	07:00 - 18:30
Monday 30 September	07:00 - 18:30
Tuesday 01 October	07:00 - 12:00

### Free Congress material

Each company organising a satellite symposium is entitled to free congress bags including all congress material. The number is based on the seating capacity of the reserved room.

The ratio is set out below:

<i>Seating capacity</i>	<i>Bags</i>
1000-1075 pax	7
700 pax	5
500 pax	4
300 pax	3
220-270 pax	2

One congress bag includes a Programme book, an Abstract book on a USB stick, a voucher for an Education Book on USB stick, a voucher for a Poster Webkey and a Pocket programme.

Each company will receive vouchers for the number of allocated congress bags. These can be collected from the Bag distribution centre, located next to the registration area in Hall 2.

### Parking at the RAI

#### *Busses / shuttles*

These vehicles will be allowed to stop in front of Entrance K (Congress entrance), or to park at the front square, for a limited time in order to pick up / drop off the delegates.

If your company needs the vehicles to be parked for a long period, please advise ECCO. You will then receive the information for a parking spot, in order to keep the Entrance K as clear as possible.

**Companies organising bus transfers for participants before and/or after their satellite symposia are strongly advised to send their complete bus transfer schedule by email to Emilie Fillod / Bart Frederix.**

Considering the high number of bus transfers expected during the Congress days, it is important companies send their request in advance, to avoid traffic congestion at the entrance of the congress centre.

#### *Taxis*

Please note that a taxi stop will be available close to Entrance K and that taxis will be available for your delegates to come to / leave from the RAI.

## Exhibitor Spotlight Sessions

### Programme: requirements and approval

- An Exhibitor Spotlight Session can be used for a promotional presentation or activity highlighting a product or service. These sessions are not eligible for CME accreditation
- An Exhibitor Spotlight Session presentation must be given by an employee of the exhibiting company. **No external speaker is allowed.**
- The final programmes including the title of the Exhibitor Spotlight Session, name(s) of chairperson(s), speakers and titles of all presentations should be sent to ECCO before 1 July 2013.
- The programme will be published in the Programme Book and on the Congress website if received not later 1 July 2013.
- The programme is subject to approval by ECCO
- The ECC Scientific Committee makes the final decision on whether an application is accepted or rejected and is not held to justify its decision. No appeal is possible.
- Once the title, programme and detailed content are approved, changes must not be made without the specific approval of the ECC Scientific Committee
- The content of the sessions and opinions expressed by presenters are those of the sponsor or presenter and are not of the European Cancer Congress

### Attendance

The Exhibitor Spotlight Session must be open to all registered Congress participants. All attendees to the Exhibitor Spotlight Sessions will be required to wear a badge.

### The Exhibitor Spotlight Session package includes:

- Rental of the room and standard setup (Theatre style, stage, lectern and speaker table)
- Amplification
- Data projection
- Technician
- Publication of the programme on the congress website and in the Congress Programme Book
- Use of the speaker preview room
- Use of Congress logo on invitations and promotional documents

### Promotional opportunities pre-event:

**The sponsoring company will ensure that all publications referring to Exhibitor Spotlight Session mention: “Official European Cancer Congress 2013 sponsored Exhibitor Spotlight Session” to avoid any confusion with the official scientific programme.**

### *Congress logo and its usage*

- An electronic file of the congress logo (saved as EPS format) can be obtained from the ECCO Secretariat (Emilie Fillod - [emilie.fillod@ecco-org.eu](mailto:emilie.fillod@ecco-org.eu) or Bart Frederix - [bart.frederix@ecco-org.eu](mailto:bart.frederix@ecco-org.eu)), 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. Before reproducing the Congress logo, a printing proof must be sent to the ECCO Secretariat for approval.
- It is forbidden to type or insert graphics within the area marked around the congress logo.
- The original colours used in the logos should be respected. For technical details please contact the congress secretariat.

- The unauthorised use of the congress logo is strictly prohibited. It is not allowed to use the congress logo on actual PPT presentations of Exhibitor Spotlight Session speakers.

### Promotional opportunities at the Congress Venue:

- **One poster board** will be made available **in the registration area** to be used for displaying one poster announcing the Exhibitor Spotlight Theatre, on the day it is held. Your poster dimensions should be of maximum 95cm (width) by 186cm (length) and structure to hold the posters will be shell scheme. It is mandatory to produce a poster to be placed on the structure itself. Location will not allow self-standing banners. The affixing material will be provided free of charge onsite.

- **One poster board** will also be made available immediately **outside the hall** during the hour preceding the Exhibitor Spotlight Theatre to be removed immediately after the end of the session. Your poster dimensions should be of maximum 95cm (width) by 186cm (length) and structure to hold the posters will be shell scheme. The affixing material will be provided free of charge onsite. It is authorised to bring a self-standing banner instead of producing a poster to fix on the structure, as long as the dimensions are approximately the same as the poster board provided.

*For the 2 poster boards, companies are requested to place their posters themselves, at appropriate days/times.*

Signposting at the Congress venue other than described above is strictly forbidden. Failure to observe this procedure shall render the company liable to a fee of up to 25% of the total rental cost and/or possible penalty in terms of Accrued Points.

- **Flyer Hostesses:** Spotlight organisers are allowed to have 1 hostess distributing flyers announcing the Exhibitor Spotlight Theatre directly outside of the room where it is held only 1 hour before the start of the session. No other “flying” activity is allowed.

### Hostess badges

Gielissen is the official partner to contact to hire hostesses for services related to Exhibitor Spotlight Theatre, and we strongly encourage all companies to contact Gielissen for hostess services related to Spotlight. Hostesses hired through Gielissen do not need to wear a Congress badge.

Hostesses hired through a different agency have to wear a valid “Exhibitor Spotlight Theatre only badge”, which has to be ordered, from ECCO, by the company by the communicated deadline.

### Other means of promotion:

Promotion other than listed in this Exhibitor Service Manual is strongly discouraged and any initiative or proposal is subject to the approval of the organiser. Proposals should be sent to the ECCO Secretariat. Violation of the regulation may result in expulsion without any indemnity.

### Promotion at the Congress hotels

Provided authorisation is granted by the appropriate hotel management, leaflets can be placed at the check-in or a poster can be put up in the lobby of the hotels. No other means of promotion is allowed in the hotels. Advertising on hotel key cards/door drops is not allowed.

### Access: set up and badging

- Companies will have access to the hall where the Exhibitor Spotlight Session is held 30 minutes before the assigned starting time
- Companies must adhere to the indicated start and end times of the reserved time slot.
- Extensions beyond the assigned timings are not allowed under any circumstances.



- All persons involved in the operations of the Exhibitor Spotlight Session (staff, technical crew, speakers...) and all persons attending the Exhibitor Spotlight Session must have a valid access pass.
- The Exhibitor Spotlight Session must be open to all registered participants. All attendees to the satellite symposia will be required to wear a badge.

### **Dismantling**

- The hall should be completely vacated immediately after the end of the Exhibitor Spotlight Session. Companies are responsible for removing all materials, waste, etc from the room.
- Installations or alterations to the rooms can only be made with the explicit approval from the ECCO Secretariat.

IMPORTANT: Exhibitor Spotlight Theatre organisers are kindly asked to refrain from leaving unused invitations at the Congress venue. In the instance of non-adherence to this rule, an additional cost will be charged for removal.

### **Catering**

- Exhibitor Spotlight Session organisers may organise a lunch reception before the Exhibitor Spotlight Session, directly outside the room.
- Lunch receptions can only be organised with the ECC 2013 official caterer (RAI Banqueting services).
- Lunch receptions space must not be used for entertainment, poster displays, presentations or any other promotional purposes.
- Lunch reception space must be open to all registered participants.

[Companies that wish to organise catering should first contact Emilie Fillod or Bart Frederix to determine space availability.](#)

- Once the request is confirmed by the ECC 2013 Secretariat all questions related to catering can be directed to the RAI Banqueting services (contact details will be provided upon confirmation of the catering request)

### **Speaker preview room – Speaker guidelines**

Please see earlier in this document.

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## Webcasting of satellite symposia

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## REPRINT OF ABSTRACTS

The Official Abstracts of ECC 2013 will be published in European Journal of Cancer Supplements (EJC Supplements).

In view of this we would like to offer you the following publication opportunities in EJC Supplements:

### Satellite Symposia

On behalf of the Editor in Chief of the European Journal of Cancer, Professor Eggermont and the Publisher Elsevier, we would like to invite you to publish the results of your satellite symposium in EJC Supplements. ECCO fully endorses this initiative as EJC Supplements is the official journal of the conference.

### Key benefits of publishing your proceedings in EJC Supplements:

A significant benefit of publishing your results in EJC Supplements is that they are automatically included in ScienceDirect [www.sciencedirect.com](http://www.sciencedirect.com). ScienceDirect is Elsevier's web-based information resource for the scientific world. Literally millions of scientists and physicians have convenient electronic access to your proceedings. ScienceDirect receives an impressive number of requests for full-text articles ranging from 2,000 to 2 million per journal.

EJC Supplements had 93,467 articles downloaded in March 2011 to February 2012. Currently more than 4,177 institutions around the world have online access to EJC Supplements.

This means greater international visibility for your supplement at no additional cost.

### Other key advantages:

- Association with the prestigious reputation of the journal
- Highly regarded by key opinion leaders
- Distribution to all journal subscribers
- **Fast-track production**, the publication time is 4-8 weeks

### CD-ROM insert in the supplement

When publishing the proceedings of your symposium we will allow you to insert a CD-ROM into the supplement. The CD-ROM can contain all or selected slides presented at the symposium, audio/video, CV and pictures of the faculty teams can also be included.

Additional circulation of the CD-ROM insert in The Lancet Oncology In combination with the CD-ROM insert in EJC Supplements, we offer an additional circulation of the CD-ROM inserted into the subscribers copies of The Lancet Oncology. This opportunity offers an additional visibility of your symposium.

### Selected Abstract Reprint of the Official Abstracts of ECC 2013

We would like to offer you the opportunity to reprint selected abstracts from ECC 2013. ECCO fully endorses this initiative. The official abstracts are published in European Journal of Cancer Supplements, the official journal of ECC 2013.

Elsevier will select abstracts from within the abstracts of ECC 2013, based on a keyword search supplied by you.

The selected abstracts will then be reprinted under a glossy cover of the European Journal of Cancer Supplements with the text: "Reprinted from the official abstracts of the European Cancer Congress 2013".

The benefit to you is that your selection from the official congress abstracts can be distributed from your stand from the first day of the congress and will be printed under the cover of the European Journal of Cancer Supplements.

For any of the above mentioned project or other publishing enquiries, please contact Peter Schoonheim at [p.schoonheim@elsevier.com](mailto:p.schoonheim@elsevier.com) or by telephone +31 20 5136 4472.

### ORDER

#### 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.



### CONFIGURE

#### 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).

### SCAN & MANAGE

#### 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.



### DOWNLOAD & EXPLOIT

#### 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 2013, COVR does not accept orders automatically but will confirm acceptance upon availability. For confirmed orders after 14 September 2013 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 2013 without any fees. After 14 September 2013 there is a cancellation fee of 50%.
- **Pick up/Return** — Scanners must be collected at the exhibitors desk on Friday 27 September 2013, between 12.00-17.00 hours and returned on 01 October, before 12.00 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 ECCO nor COVR can be held liable for incorrect data. The company renting the scanners hereby agrees to respect the data privacy policy imposed by ECCO. 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 31/08/2013	Orders between 31/08/2013 & 14/09/2013	Units	€ Total
Rental of cmLead <b>WITHOUT</b> device	450 €	550 €		
Rental of cmLead + iPod Touch	525 €	625 €		
Rental of cmLead + iPad	700€	800 €		
Rental of symposium scanners (2hrs rental)	350€	350€		
Cancellation fees	0%	50%	Total €	<hr/>

Prices excl. 21% Belgian VAT.

Please use the following link to place your order:

[www.covr.be/cmlead/ecco17.aspx](http://www.covr.be/cmlead/ecco17.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.



## BOOK ADVERTISING SPACE IN ECC 2013 PROGRAMME BOOK

Application deadline: 01 July 2013 (all artworks must be submitted by that date)

For further details on available advertising items in the Programme book, please contact:

Bruno De Man at ECCO: +32 (0)2 775 02 04, [bruno.deman@ecco-org.eu](mailto:bruno.deman@ecco-org.eu)

## MAXIMISE YOUR ROI AND ADVERTISE IN ECC 2013 ABSTRACT BOOK ON USB!

Ensure excellent exposure at the largest oncology conference in Europe - Advertising in ECC 2013 Abstract Book on USB will guarantee your message reaches all 16.000 congress delegates (expected), who will receive the Abstract Book on USB in their delegate packs.

Benefit from additional exposure to the 1.500 recipients of the *European Journal of Cancer* at no extra cost.

Achieve international pre, during and post-congress promotion with online advertising via the *European Journal of Cancer* website: <http://www.ejcancer.info/>.

Book now to avoid disappointment! Advertising space in ECC 2013 Abstract Book on USB is in great demand, but there is still a chance to secure a great position.

For more information, please call Peter Schoonheim at Elsevier, publisher of the *European Journal of Cancer* and ECC 2013 Abstract Book on USB, on +31 20 5136 4472 or email [p.schoonheim@elsevier.com](mailto:p.schoonheim@elsevier.com).

## ECC 2013 DAILY NEWSPAPER

### OncoPost & OncoPeople, the Official Newspaper for ECC 2013

As a very popular feature of the Congress, three issues of the official congress newspaper OncoPost & OncoPeople will once again be produced for the European Cancer Congress 2013 at Amsterdam. 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 three 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 & OncoPeople is produced by ECCO, the European Cancer Organisation, and published by the renowned Deutscher Ärzte-Verlag publishing group.

To purchase advertising in this publication, please contact:

Katrin Groos

Tel. +49 (0)2234 7011 – 304

[Groos@aerzteverlag.de](mailto:Groos@aerzteverlag.de)

## INDUSTRY MEETING SPACE

### Hospitality Suites

The organiser offers a limited number of hospitality suites for use by participating companies to welcome their guests during the Congress, at the Congress venue (the RAI).

Hospitality suites are reserved for exhibiting companies only (one hospitality suite only can be booked per company). Rooms can be reserved only through ECCO, the Congress Secretariat, and are assigned for the entire duration of the Congress.

Hospitality suites are closed rooms and may not be used to exhibit company's products or to organise activities, such as media briefings, press conferences, any other type of meetings, including satellite symposia, educational and Meet-the-Expert sessions.

### Hospitality Desks

Industry are invited to rent Industry Hospitality Desks, the perfect forum through which your company may distribute your company's delegate registration directly to the recipients, client management, and other important coordination and meeting point activity for your invited delegates.

### Meeting Rooms

Meeting space is available at the Congress venue (RAI) to organise smaller closed & internal meetings. Meeting rooms are reserved for exhibiting companies only. They can be reserved only through ECCO, the Congress Secretariat.

Small meetings may take place in parallel with official Congress Sessions provided they do not involve groups larger than 20 people. Meeting rooms are closed rooms and may not be used to exhibit company's products or to organise activities, such as press conferences, satellite symposia, educational and Meet-the-Expert sessions.

### Clinical Researcher Platform

A dedicated room will be available for investigators to discuss clinical trials in progress, and disseminating scientific information about activities in non-marketed active agents. These are a closed meeting (upon invitation only) for 80 people maximum.

One room will be available, with capacity for 80 delegates, with access completely controlled by the company.

The Clinical Researchers Platform room is reserved for exhibiting companies only, and companies can book single slots of 30 minutes. Several slots may be booked but consecutive slots will NOT be allowed.

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

<http://eccamsterdam2013.ecco-org.eu/Exhibition-and-sponsorship/Meeting-space.aspx>