24th EORTC-NCI-AACR Symposium on Molecular Targets and Cancer Therapeutics

Dublin, Ireland
6-9 November 2012

Exhibitor Manual
Dear Exhibitor,

On behalf of EORTC, the European Organisation for Research and Treatment of Cancer, NCI, the National Cancer Institute and AACR, the American Association for Cancer Research, we are pleased to forward you the EORTC-NCI-AACR 2012 Exhibitor 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.

We kindly ask you to observe carefully the deadlines, rules and regulations in this manual.

Please share this information with staff in your company and all third parties that may be involved with EORTC-NCI-AACR 2012. This manual is also available online on www.ecco-org.eu

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

We very much look forward to seeing you in Dublin and wish you a successful symposium!

With kind regards,

On behalf of the EORTC-NCI-AACR 2012 operations team,

Gertrude Kort
Exhibition Coordinator
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# KEY DATES & DEADLINES

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<th>Event Description</th>
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<tr>
<td>1 October 2012</td>
<td>Deadline for submission of stand design plans: scaled top view drawing + scaled side view drawing + 3-dimensional drawing (or photograph).</td>
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<tr>
<td>19 October 2012</td>
<td>Deadline to order exhibition services with Dimension 8 without extra charge via <a href="http://www.dimension8.com/onlineordering.php">www.dimension8.com/onlineordering.php</a> – when filling out your company details, insert the password ENA2012.</td>
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<tr>
<td>19 October 2012</td>
<td>Deadline to order lead retrieval systems (badge scanners) with COVR.</td>
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| 4-6 November 2012  | **Exhibition build-up days**  
Sunday 4 November       08:00 – 18:00  
Monday 5 November       08:00 – 20:00  
Tuesday 6 November      08:00 – 13:00 (only stand decoration) |
| 6-9 November 2012   | **EORTC-NCI-AACR 2012 Symposium days**  
**Exhibition opening hours:**  
Tuesday 6 November       14:30 – 18:30  
Wednesday 7 November     09:45 – 16:30  
Thursday 8 November      09:45 – 16:30  
Friday 9 November        08:30 – 11:00 |
| 9-10 November 2012  | **Exhibition dismantling days**  
Friday 9 November        11:00 – 22:00  
Saturday 10 November    08:00 – 12:00 |
CONTACT INFORMATION

Symposium Secretariat

The EORTC-NCI-AACR 2012 Secretariat can be reached at:
ECCO – the European CanCer Organisation
Avenue E. Mounier 83, B-1200 Brussels
Tel: +32 (0)2 775 02 01
Fax: +32 (0)2 775 02 00
E-mail: ena2012@ecco-org.eu

Contact persons

Exhibition
Gertrude Kort
gertrude.kort@ecco-org.eu
+32 (0)2 775 02 41

Registrations (groups & individuals)
Emilie Fillod
Emilie.fillod@ecco-org.eu
+32 (0)2 775 02 47
Riitta Kettunen
riitta.kettunen@ecco-org.eu
+32 (0)2 775 02 05

Scientific Programme
Pat Vanhove
pat.vanhove@ecco-org.eu
+32 (0)2 775 02 42

Symposium Venue

The 24th EORTC-NCI-AACR Symposium will be held at:
The Convention Centre Dublin (CCD)
Hall Forum
Spencer Dock
North Wall Quay
Dublin 1, Ireland
Tel.: +353 1 856 00 00

For detailed information on the venue, please visit www.theccd.ie.
Contacts for exhibition stand orders

Exhibition services

Dimension 8 Exhibitions
Heidi Bourne
Email: heidi@dimension8.com
Tel: +353 1633 270808

Orders can be made online via the online order system www.dimension8.com/onlineordering.php – when filling out your company details, insert the password ENA2012

Catering

CCD Hospitality
Claire Foley
Email: Claire.foley@theccd.ie

Hostessess/Security

The CCD
Conor O’Connor
Email: conor.oconnor@theccd.ie

Accommodation

Participants are encouraged to book on-line via the Conference website: www.ecco-org.eu.
Reservations are made on a first-come, first-served basis and participants are advised to book early.

Freight forwarding partner

Kristal has been appointed at the official freight forwarding partner for EORTC-NCI-AACR 2012 and is offering a wide range of services (see freight forwarding section further in this manual).

Contact person

Rita Breunig
rita.breunig@kristal-logistics.com
Tel: +32 (0)2 753 07 36
PLANS & ACCESS

Exhibition plan

For latest status, electronic exhibition floor plans are available for consultation at www.ecco-org.eu. An updated exhibitor listing is also available from this website.

General floor plan

For general floor plans of the venue, please visit www.theccd.ie

Access to The Convention Centre (CCD)

The CCD sits at the heart of Dublin’s transport hub with excellent air, road, rail and sea connections, meaning The CCD is only minutes from the airport, motorway network, Port Tunnel, rail stations and ferry terminals.

Access to The Convention Centre

Vehicle access is via a ramp located off Lower Mayor Street at the rear of the venue leading to an underground basement car park with a height limit of 4.5m. the weight limit of the ramp is 12.5Kn/m² with an axle load of 8.5 tonnes.

Please contact Rita Breunig of Kristal (rita.breunig@kristal-logistics.com) to reserve loading and unloading slots.

By Rail/Public Transport

The CCD is less than ten minutes from Dublin’s two mainline railway stations (Connolly and Heuston) which serve all the major towns and cities in Ireland.

DART

The DART (Dublin Area Rapid Transit) is the rail line running along the coast of Dublin, from Malahide and Howth southwards as far as Greystones, Co Wicklow. You can connect to the regular train service for communities north of Dublin, right up to Belfast. Pearse Street and Tara Street DART stations are both located about ten minutes walk from The CCD.

LUAS

The Luas Red Line runs directly behind The CCD, conveniently linking to downtown Dublin and to Connolly and Heuston rail stations. Stops are provided at George's Dock, Mayor Square and Spencer Dock.

For further information about access to The CCD please visit http://www.theccd.ie/ccd/locationtravel
EXHIBITION

Opening hours

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Conditions of participation

Appointed representatives
If an exhibiting company wishes to appoint an agent / stand builder to conduct its affairs at EORTC-NCI-AA CR-2012, the agent should be identified on the application form or separately in writing. Once appointed, the actions and communications of this agent/stand builder will be treated as coming from the exhibiting company. Contractual responsibility remains with the exhibitor.

Symposium 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 Convention 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 of unforeseen, necessary circumstances. 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 represented by its own staff (subtenant) or only by its own exhibits (represented company), is not allowed. This applies equally to companies with products or services aligned to a registered exhibitor. Should a registered exhibitor wish to exhibit in association with another organisation, ECCO will endeavour to offer additional exhibit space, where available, under normal conditions of sale. If an exhibiting organisation has multiple corporate identities but shared ownership, the organisational relationship must be made clear to delegates. Transfer – even in part – of the rights and obligations arising from the rental contract to third parties is not permitted.

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. Since the organiser and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should take out insurance to cover any loss due to theft or negligence, damage, injury or liability. The exhibitor agrees not to pursue the organiser for any risks listed above.
BUILD-UP & DISMANTLING

During construction phase, working passes or exhibitor badges must be worn by all personnel (see further in this manual) and photo-id (e.g. passport or driving licence) carried.

EXHIBITION FULL SCHEDULE

Exhibition build-up days

For information about loading and unloading, please contact Rita Breunig at Kristal directly: rita.breunig@kristal-logistics.com

Exhibition build-up working hours:
Sunday 4 November 2012 08:00 - 18:00
Monday 5 November 2012 08:00 – 20:00

All construction must be completed Monday 5 November, and goods must be removed from aisles at 16:00

Important: Modular stands will be accessible only as from Monday 5 November at 14:00

Tuesday 6 November 2012 08:00 - 13:00

On Tuesday stand decoration only, to be completed by 13:00 – Exhibition opens at 14:30 on the same day

Incomplete stands or no-shows by Tuesday 6 November will be walled off and goods removed into storage, at exhibitor cost. Acceptance of this condition is a term of exhibition space rental.

Exhibition opening times

Tuesday 6 November 14:30 – 18:30
Wednesday 7 November 09:45 – 16:30
Thursday 8 November 09:45 – 16:30
Friday 9 November 08:30 – 11:00

Exhibition dismantling days

Friday 9 November 11:00 – 22:00
Saturday 10 November 08:00 – 12:00
TECHNICAL DATA

- The exhibition is located in Hall Forum of The Convention Centre Dublin.

- The rental rate for exhibition space covers floor space only – all extras (modular stand, electricity, furniture, etc.) must be ordered using the corresponding order forms. The minimum exhibition space is 9 square metres.

- 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.

- Power supplies and other utilities will be supplied to stands via the floor. Water connections are only available at certain points. Therefore it is recommended for large stands to build a platform since connections will need to be accessible for different exhibitors.

- The maximum building height is 4 m.

- There are pillars in the exhibition area.

- The exhibition hall is covered with carpet. All exhibitors should only use B3/A5 Exhibition tape when fixing anything to carpets and ensure it is lifted and removed at the end of the show. Non-compliance to this rule can lead to extra charges for the exhibitor.

- There is no daylight in the exhibition area.

- The floor bearing capacity is 12.50 kilonewtons/sqm.

- A ramp must be installed for floors of 2 cm or more in height to provide access to disabled persons.

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

- It is forbidden to store anything behind or on your general stand surface.

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Build up starts at 08:00 on Sunday 4 November, and ends at 13:00 on Tuesday 6 November

Exhibition opens at 14:30 on Tuesday 6 November

Exhibition closes at 11:00 on Friday 9 November

Dismantling starts at 11:00 on Friday 9 November and ends at 12:00 on Saturday 10 November

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NOTE:
The order of separation walls is mandatory. In cases where an exhibitor fails to supply and install necessary separation wall and carpet, ECCO will arrange for walls to be erected, if necessary at the exhibitor’s expense.
STAND CONSTRUCTION

Stand design
Every exhibitor must submit an exact statement detailing the dimensions, plans and description of their stand. Those companies renting a stand module from Dimension 8 should submit the package type, dimensions & non-standard items such as display screens and catering areas.

All information must be sent to the EORTC-NCI-AACR Secretariat by email: gertrude.kort@ecco-org.eu, by 1 October 2012.

The drawings must clearly indicate the planned layout, equipment and furnishing of the stand, including the signage and visuals. The location of power outlets, electricity cables, moving parts, details of raised floors, water as well as telephone and ventilation installations must also be indicated. Please submit:
- a scaled top view drawing
- a scaled side view drawing
- a 3-dimensional drawing (or photograph) In principle, indicating the various heights and the open / transparent spaces will suffice. If special constructions are envisaged (information towers, moving parts, etc.) additional information will have to be submitted.

Responsibility to neighbouring stands
The EORTC-NCI-AACR Symposia are a longstanding meeting series with a reputation of equity in 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 his 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 the necessary changes at his/her own cost. In such cases, the decision of ECCO will be considered final.

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

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

Any setup or installation which does not comply with the standard specifications or with the designs approved by ECCO, must be corrected by the exhibitor before the opening of the Exhibition. Failure to do so will result in corrections 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 Dimension 8 will be white coloured panels with aluminium structure. Partition walls will be 2.5 m high.

Constructed stand height
The maximum building height is 4 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 (Dimension 8 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 30 cm 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 30 cm 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
Under no circumstances should exhibition stands, materials or furniture encroach into the aisles and gangways.

Island stands are separated by 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 fire exits or 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 floor in the exhibition hall of the CCD is carpeted. All exhibitors should only use B3/A5 exhibition tape when fixing anything to carpets and ensure it is lifted and removed at the end of the show. Exhibitors who leave tape on the floor or damage carpet tiles can be charged for any fees incurred by the CCD. Exhibitors wishing to build a space-only stand with secondary flooring must lay hardboard over the affected area of carpet before laying the secondary flooring.

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
Exhibit space is intended to display scientific information on products and/or services. 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 product-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.

Access to stand
Exhibitors are obliged to grant official supervisory staff and accredited representatives of the CCD 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 point
It is forbidden by the organiser to hang or drop anything from the ceiling or walls of The CCD.

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. This includes wooden pallets, unwanted stand building materials, unwanted carpet and associated flooring materials. 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 Dimension 8 (see online order form).
IMPORTANT: Unattended rubbish left in aisles when the exhibition is open will be removed at the exhibitor’s expense.

Fire and safety regulations
Any goods on your stand will constitute part of your stand and will be subject to these regulations.

General materials
Stand construction, installation of materials and poster supporting structures should be sufficiently stable to ensure public safety. Exhibit cases and displays should be sanded down/finished to ensure that they will not inflict cuts. Clear glass elements should display warning signs at eye level.

Fire inspection
Before the exhibition opening, ECCO and the CCD will carry out a fire inspection. They inspect, among other things, your choice of building and décor material. Illuminated signage, fire extinguishers, fire hydrants or other protective equipment or material may not be covered or obstructed.

Stand walls
Stand walls shall be made of classified fire-retardant materials, i.e. as good as or better than wood. Particle board, non-porous fibreboard and plywood are acceptable.

Decorative materials
These should be non-combustible, inherently non-flammable or durably flameproof, in accordance with BS476-part 7, or water based where applicable, e.g. adhesives and paint. Please refer to www.environ.ie/en/Publications/LocalGovernment/FireandEmergencyServices. Materials that drip or give off toxic gases when burning, such as polystyrene rigid foam (Styropor) or similar materials may not be used. Fire-retardant materials must be approved.

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

Flammable products
Notification of the handling and installation of flammable products should be given well before the event. This should be made in writing and sent to the CCD for approval quoting the name of the event and stand number. The storage and use of compressed gas and/or liquid gas in the exhibition halls or on the exhibition grounds is not allowed.

The use of balloons, airships and blimps within the venue is strictly regulated. Welding and spraying work within the confines of the exhibition premises is prohibited. Only fireproof adhesives may be used for gluing work within the exhibition premises.

Compressed Gases
The use of of compressed gases is strictly regulated and details of any proposed use of compressed gas mus be submitted to the venue no later than 30 days prior to the start of the exhibition. Please contact Conor O’Connor, conor.oconnor@theccd.ie for further information.

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 CCD’s area, either indoors or outdoors, without written permission from ECCO and the CCD.

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

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

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

Goods not allowed
The following goods are not admitted into the CCD:
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 CCD’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 CCD.

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 CCD, both day and night. For exhibitors requiring extra security guards, security staff can be ordered separately with Dimension8.

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 caterer is CCD Hospitality (please contact Claire.foley@theccd.ie for an offer). All catering offered within exhibit areas should be ordered (see online order forms).

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

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.

Internet Access
There is no WIFI in the exhibition hall. Cabled internet access or WIFI access should be ordered with Dimension 8.

Photography and filming
No part of the EORTC-NCI-AAACR 2012 Conference 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 Symposium 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:
• 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 prices
Participation can be rewarded with a prize. 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, please contact Gertrude Kort, gertrude.kort@ecco-org.eu. This means that each exhibitor should declare all prizes in advance with a description and price, sending either a digital image or a sample to Gertrude Kort 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 Symposium. 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, 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 Conference hosting nation, in terms of the item itself and the product is advertised.
- not exceed € 10 – proof of value must be provided during the Conference 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 Conference 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

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 EORTC-NCI-AACTR 2012.
- 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 Symposium logo on invitations and promotional documents directly related to his participation in the exhibition. The Symposium 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 Symposium logo is strictly prohibited.

**Pharmaceutical product promotion**

Exhibitors showing pharmaceutical (or pharma-dependent) products are advised to consult the relevant pharmaceutical codes available online:


Exhibitors are responsible for ensuring that their promotion during the Symposium is legally and ethically acceptable in Ireland.

**Children**

Children under the age of 16 are not permitted at the Symposium. 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 Symposium Centre.
FREIGHT FORWARDING

If you need assistance in shipping your goods to Dublin, we strongly recommend you to contact Kristal bvba who has been appointed as the official freight forwarder, customs clearance agent and official drayage contractor. They can take care of shipping from your premises worldwide to Dublin and/or return, including all custom related formalities.

The range of service provided by Kristal includes:
- Transportation, national and international
- Temporary and permanent customs clearance
- On-site handling, labour, forklift and cranage
- Labelling, 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

For further or detailed information on custom, trucks allowance or any question related to your shipment, please contact Kristal directly:

Kristal bvba
Contact: Mrs Rita Breunig
Brucargo Building 734
1931 Zaventem
Belgium

E-mail: rita.breunig@kristal-logistics.com
Tel: +32 (0)2 753 07 36
ACCESS TO EXHIBITION HALLS

Exhibitor badges

Exhibitor registration types 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 EORTC-NCI-AACR 2012 badges 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. When companies apply for badges they undertake to provide them to company employees only. Proof of affiliation can be requested.

From Tuesday 6 November to Friday 9 November, stand personnel may enter the exhibition grounds 1 hour before the opening of the exhibition and remain on the stand 1 hour after the closing of the exhibition.

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 staffed. ECCO also recommends exhibitors to arrange adequate insurance cover. Neither ECCO nor the CCD 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 Exhibitor badge order 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 15 October 2012.

See page 23 for the Exhibitor Badge Order Form.

Exhibitor badge allocation

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Free exhibitor badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 sqm</td>
<td>2</td>
</tr>
<tr>
<td>10-17 sqm</td>
<td>3</td>
</tr>
<tr>
<td>18 sqm</td>
<td>4</td>
</tr>
<tr>
<td>19 sqm and over</td>
<td>2 passes per 9 sqm</td>
</tr>
</tbody>
</table>
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 15 October 2012.

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 in 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:

**Tuesday 6 November** 14:30 – 18:30
**Wednesday 7 November** 09:45 – 16:30
**Thursday 8 November** 09:45 – 16:30
**Friday 9 November** 08:30 – 11:00

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:
Tuesday 6 November - from 08:00 to 14:30 (stand decoration will be possible until 13:00 on that day) - from 18:30 to 19:30

Wednesday 7 & Thursday 8 November
- from 08:45 to 09:45
- from 16:30 to 17:30

Friday 9 November
- from 07:30 to 08:30
- from 11:00 to 12:00

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. Which 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.
**Exhibitor badges collection**
All exhibitor badges should be collected at the Exhibitor registration desk. They are not sent in advance of the Symposium.

**Exhibitor registration desk**
An exhibitor registration desk will be available in the general registration area (level 0) to collect your exhibitor badges, exhibit access stickers, and lead retrieval scanners.

**Opening times**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday 5 November</td>
<td>15:00 - 18:00</td>
</tr>
<tr>
<td>Tuesday 6 November</td>
<td>08:00 - 18:00</td>
</tr>
<tr>
<td>Wednesday 7 November</td>
<td>07:00 - 18:00</td>
</tr>
<tr>
<td>Thursday 8 November</td>
<td>07:00 - 18:00</td>
</tr>
<tr>
<td>Friday 9 November</td>
<td>07:00 - 12:00</td>
</tr>
</tbody>
</table>

See page 23 for the Exhibitor Badge Order Form.

**Hostess badges**
The CCD is the official partner to contact to hire hostesses, and we strongly encourage all exhibiting companies to contact The CCD for hostess services on stands. Hostesses hired through The CCD 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.

Contact: Conor O'Connor, conor.oconnor@theccd.ie.

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**FREE CONFERENCE MATERIAL**

Each exhibiting company is entitled to free Conference bags including the Proceedings Book. The number is based on the exhibition area rented.

The ratio is set out below:

<table>
<thead>
<tr>
<th>Stand size</th>
<th>Bag(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 sqm</td>
<td>1</td>
</tr>
<tr>
<td>10 – 18 sqm</td>
<td>2</td>
</tr>
<tr>
<td>19 sqm and more</td>
<td>3</td>
</tr>
</tbody>
</table>

Each exhibitor representative will receive vouchers for the number of allocated Conference bags at the Exhibitor Registration Desk. These can be collected from the Bag Distribution Centre.
EXHIBITOR BADGES ORDER FORM

We would like to order the following Exhibitor Badges at EORTC-NCI-AAcr 2012

........ Exhibitor badges ‘Company name’ only

........ Exhibitor badges ‘Individual name’ *

* Names of individuals should be sent separately by email preferably in excel format to Emilie Fillod, emilie.fillod@ecco-org.eu.

Company/Organisation ........................................................................................................................................

VAT number ...................................................................................................................................................

Full address ........................................................................................................................................................

Tel: ..............................................................................................................................................................

Contact person/Email ....................................................................................................................................

We agree to pay for the additional exhibitor badges ordered beyond the free exhibitor badge allocation (see page 20 of the Exhibitor Manual). Additional exhibitor badges are 75 EUR per badge (excl. VAT).

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

.................................................................................................................................................................

Please select your handling option below:

☐ Collection of all exhibitor badges.

☐ 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 Manual and agree to observe and abide by them. This application is legally binding on the company pending its acceptance in writing by the organiser.

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

23
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 area 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 Sunday 4 November 08:00 until Tuesday 6 November 13:00 and during the dismantling period from Friday 9 November 11:00 to Saturday 10 November 12:00.

All individuals working on the construction and dismantling of exhibits should present themselves at the specific desk located at the entrance of the loading area to get their working passes.

Working passes should be ordered in advance. Please send the list with all names and company name to Emilie Fillod (Emilie.fillod@ecco-org.eu).

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 hall 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 Hall from Tuesday 6 November 13:00 to Friday 9 November 11:00.

Individuals involved with stand build-up and dismantling who need access to the exhibition grounds between Tuesday 6 November 13:00 and Friday 9 November 11:00 have to purchase an exhibitor badge.

Exhibitor service desk

A separate exhibitor service desk will be available within the exhibition hall during build-up and dismantling times.

This exhibitor service desk will allow you to
- make arrangements with Kristal, our official freight forwarding partner
- order additional facilities and various exhibition services with Dimension 8 (see further in this manual and on the website)
Lead Retrieval Systems/Badge Scanners

Exhibiting companies can rent a lead retrieval system for real time follow up of prospects. You can place your order online at the latest by 19 October 2012 (early bird 01/10/2012).

How does it work?
A barcode will be printed on the badges of all registered participants. This barcode contains a unique number which relates to the participant’s record in the registration database. This record holds all contact information, as provided by the participant or group registration contact person.

One week prior to the event you will receive a link and a password for accessing the web portal where you can check and edit the list of qualifiers to be displayed. Onsite, you should pick up your scanner at the exhibitor desk. Staff will be available to answer your questions during opening hours.

By simply scanning a visitor’s name badge you can link the lead to a set of pre-defined qualifiers and add comments. At any given time you can synchronize the scanner through the Wi-Fi signal at the exhibitor desk.

As soon as the leads on the scanner are synchronized, you can access your data through a personal web portal. Here you can check, print and download your collected contact data. You can either download an MS Excel file or vCards for your contact database.

Services
There are two types of scanners:

1/ A booth scanner is rented for the duration of the exhibition with the option to include qualifiers and/or comments.

2/ A symposia scanner has a limited rental period and is used for satellite symposia or raffles (no qualifiers or comments).

The special offer is a combination of both.

Pricing

<table>
<thead>
<tr>
<th></th>
<th>Orders before 01/10/2012</th>
<th>Orders between 01/10/2012 &amp; 19/10/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth scanner</td>
<td>€ 450,00 net</td>
<td>€ 550,00 net</td>
</tr>
<tr>
<td>Symposia scanner*</td>
<td>€ 250,00 net</td>
<td>€ 300,00 net</td>
</tr>
<tr>
<td>Special Offer</td>
<td>€ 799,00 net</td>
<td>n/a</td>
</tr>
</tbody>
</table>

These costs are per rented scanner, including 10 qualifiers (booth scanner) and an unlimited number of scans.

* Maximum rental of 3 uninterrupted hours

Special offer – available only before the deadline of 19 October 2012:

⇒ Package of 1 booth scanner and 2 symposia scanners for € 799 net
Terms and Conditions

- **Order deadline** - After the ordering deadline of **19 October 2012**, COVR does not accept orders automatically but will confirm acceptance upon availability. For confirmed orders after **19 October 2012**, a surcharge of €100 per device will be added.

  Rental rates are per scanner and include scanner, 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 of 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 **19 October 2012** without any fees. After **19 October 2012** there is a cancellation fee of 50%.

- **Pick up/return** — Scanners can be collected from the Speaker Preview Room on 6 November 2012 as of 08.00 hours and returned on 9 November 2012, 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 a lost, damaged or not completely returned scanner will be 1200 EUR per piece.

- **Data retrieval and protection**
  The collected contact data of visitors are provided in two ways:
  - Download of the data via the website (or print out of the list)
  - Mailing of the MS-Excel file after the event

  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. The company renting the scanners hereby agrees to respect the data privacy policy imposed by ECCO.
Order form EORTC-NCI-AACR 2012

Company / booth: 
Contact person: 
E-mail: 
Address: 
VAT Number

<table>
<thead>
<tr>
<th></th>
<th>Orders before 01/10/2012</th>
<th>Orders between 02/10/2012 &amp; 19/10/2012</th>
<th>Units</th>
<th>€ Total</th>
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<tbody>
<tr>
<td>Booth scan</td>
<td>€ 450,00 net</td>
<td>€ 550,00 net</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symposia Scan</td>
<td>€ 250,00 net</td>
<td>€ 300,00 net</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Offer</td>
<td>€ 799,00 net</td>
<td>----</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancellation fees</td>
<td>0%</td>
<td>50%</td>
<td>Total €</td>
<td></td>
</tr>
</tbody>
</table>

Quotations excl. 21% Belgian VAT.

Please use following link to place your order:


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.
Exhibition services

Shell scheme stands, stand materials, furniture, electricity, IT and AV equipment for your booth can be ordered online via the website of our exhibition supplier Dimension8 Exhibitions.


Select ‘order online’ – you will be requested to fill in your company details.

Please select the exhibition ‘EORTC-NCI-AACR Symposium’, insert your booth number and insert the password ENA2012

Should you have any problems accessing the website or processing your order, please contact Heidi Bourne, Heidi@dimension8.com or tel: +353 1633 27 08 08