



EXHIBITOR'S MANUAL

Technical Rules and Regulations

Joint FARO-ESTRO Congress

@ ESTRO meets Asia 2024

23-25 August 2024

Kuala Lumpur, Malaysia



ESTRO

WWW.ESTRO.ORG

ESTRO ASIA 2024

meets



Contact List

Sponsorship, industry satellite symposia and advertising

Hande Van Gestel
M hyilmaz@estro.org
T +32 471 61 13 67

Scientific Programme Management

Jessica Pledge
M jpledge@estro.org

Housing

GMTC
Reservations [via this link](#)

Official Freight Forwarder

KRISTAL
Geert Frere
T +32 2 751 46 80
M Geert@kristal-logistics.com

Venue

Kuala Lumpur Convention Centre
Kuala Lumpur City Centre,
50088 Kuala Lumpur
Malaysia
www.klccconventioncentre.com

All Services Offered by the Venue:

- Audio Visual
- Food & Beverage
- Rigging Services
- Internet Services
- Potted Plants
- Stand Cleaning
- Water Supply to Booth

Please find here the order link [here](#)

Exhibition Contractor

ES Exhibition Services
Mandy Leong
T +603 9172 1598
M mandy@es-corp.co

- Electricity
- Furniture
- Graphics

Please find [here](#) their booking forms.

Key Dates

Aspect	Dates	Description
Congress	23-25 August 2024	ESTRO Meets Asia 2024
Exhibition Booking	8 January 2024	Opening of exhibition space bookings
Exhibition	1 July 2024	Booth designs to be submitted to ESTRO and ES Events* (<i>for "floor space only" booths</i>)
	21 August 2024	Build-up (08:00-22:00)
	22 August 2024	Build-up (08:00-20:00)
		Build-up (13:00-20:00) no structural work
	25 August 2024	Dismantling (12:00-20:00)
Satellite Symposia	28 June 2024	Proposed program to be submitted to ESTRO
Advertising	28 June 2024	Company Logo for inclusion in the app and Exhibitor Directory
	28 June 2024	Advertisement for Exhibitor Directory**

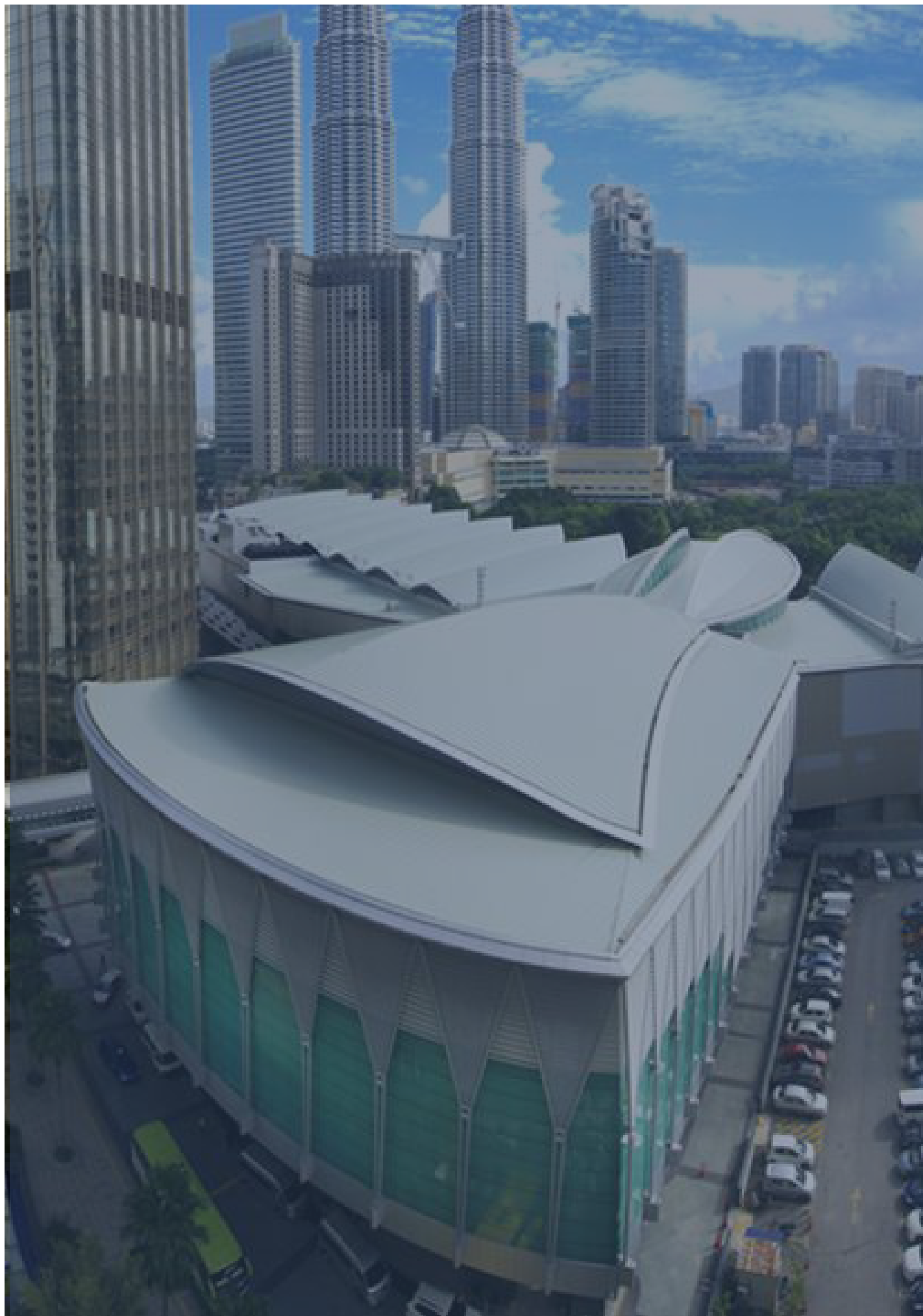
**Artwork files for the advertisement pages in Exhibitor Directory should be provided in these specs:

- PDF at print-optimised resolution (PDF 1.3) with fonts and images fully embedded
- No trim or crop marks
- Size: 148 x 210 mm (portrait) - No bleed to be foreseen
- All images should be minimum 350 dpi

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1. Access to the Venue

The ESTRO Meets Asia will be held at

Kuala Lumpur Convention Centre
www.klccconventioncentre.com

How to get there

Please find [here](#) the Transportation Guide.

Venue General Overview

[illegible]

3. Access to the Exhibition Hall

ESTRO Meets Asia will take place in **Exhibition Hall 8,B & C between Friday 23 August and Sunday 25 March.**

Build-up and Break-down for ESTRO meets Asia 2024

Hours and dates corresponding to the exhibition set-up, opening times and dismantling are those specified by ESTRO in the exhibitors' manual. Any request for additional time for set-up, dismantling and/or additional time in the exhibition hall before or after the exhibiting hours must be made to ESTRO, requires the written approval of ESTRO and might cause additional costs. Regulations will be those specified by ESTRO and the Venue.

Dates of build-up*

Wednesday 21 August	08:00-22:00
Thursday 22 August	08:00-20:00

Empty crates need to be moved out before Thursday 22 August at 22.00.

Dates of break-down*

Sunday 25 August	12:00-20:00
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**The build-up hours can be extended with an extra cost and they are subjected to the prior written approval of ESTRO.*

Exhibition Opening Hours

Friday 23 August	09:30-18:30 (Networking reception will take place from 17:30 to 18:30 at the exhibition)
Saturday 24 August	09:30-17:00
Sunday 25 August	09:30-12:00

4. Logistics

KRISTAL have been appointed as the official freight forwarder, customs clearance agent and official drayage contractor for ESTRO Meets Asia 2024.

The shipping guidelines are available here:

- [Shipping Guidelines](#)
- [Material Handling and Freight Information Form](#)
- [Stand Contractor Info Form](#)
- [Unloading/Reloading Form](#)

5. Registrations

Exhibitors Pre-registration

Exhibitors pre-registration can be made via email to the ESTRO office (hyilmaz@estro.org)

ESTRO will provide all exhibiting companies with an excel file to be completed with the exhibitors' names and to be returned by email to the ESTRO office.

Onsite, when collecting the exhibitors' badges, the appointed company delegate will have the possibility to update the list of exhibitors' names if needed.

The price for all pre-registered regular exhibitors' badges will be **275€ (incl. VAT)**.

Onsite Exhibitors Registration

Exhibitors badges can only be ordered by the appointed company representative in person. In the case a company delegate not wearing an exhibitor badge needs to access the exhibition hall, he/she will be requested to contact the appointed company representative. If the company delegate cannot contact the appointed company representative, he/she will need to purchase a visitor badge (275€ incl. VAT – valid for the day of purchase) to access the exhibition hall.

6. Payments of Exhibitors' Badges

Payments of exhibitors' badges must be made prior the event via bank transfer (pre-registered badges) or onsite **via credit card**.



7. Types of Badges

Exhibitors' Badges

An EXHIBITOR is:

- Any employee of the exhibiting company who possesses a business card with the exhibiting company's name and who is registered as exhibitor to the conference
- Any subcontractor registered as exhibitor to the conference by the exhibiting company, working directly for the exhibiting company and dealing with the organization and management of the booth during the exhibition timings.

All EXHIBITORS must be registered at the conference as such and must wear their exhibitors' badges inside the conference center.

Note: Exhibitor badges are not available for any other professionals.

Exhibitor REGULAR Badges

The regular exhibitor's badge gives access to the exhibition hall and the coffee breaks. It does not include the access to scientific sessions.

Validity: duration of the conference.

The cost for the regular exhibitor's badges is **160€ (incl. VAT)**.

Exhibitor FULL Badges

The full exhibitor's badge gives access to the exhibition hall and coffee breaks + access to scientific sessions and social events.

Validity: duration of the conference

The cost for full exhibitor's badge is **1000€ (incl. VAT)**.

Exhibitor COMPLIMENTARY

Companies exhibiting are entitled to COMPLIMENTARY exhibitor's badges as per the booth size.

The type of the complimentary exhibitor's badges (regular or full) depends on the company's corporate membership. The number and type of complimentary exhibitors' badges per 9 sqm booth rented is:

Company status	Number and type of complimentary exhibitor's badge
ESTRO Gold members	1 REGULAR + 2 FULL
ESTRO Corporate members	2 REGULAR + 1 FULL
Non-members	3 REGULAR

Visitors' Badge

A VISITOR is any person not considered as an exhibitor and who needs access to the exhibition hall. All VISITORS must wear a visitor's badge inside the conference center. The visitor's badge gives access to the exhibition hall and coffee breaks.

No access to scientific sessions and social events.

Validity: 1 day (day of purchase)

Cost per badge (excl. VAT): **275€ (incl. VAT)**

The visitor's badge must be purchased onsite at the registration desk and can be renewed from day to day.

8. Space Rental – Rates

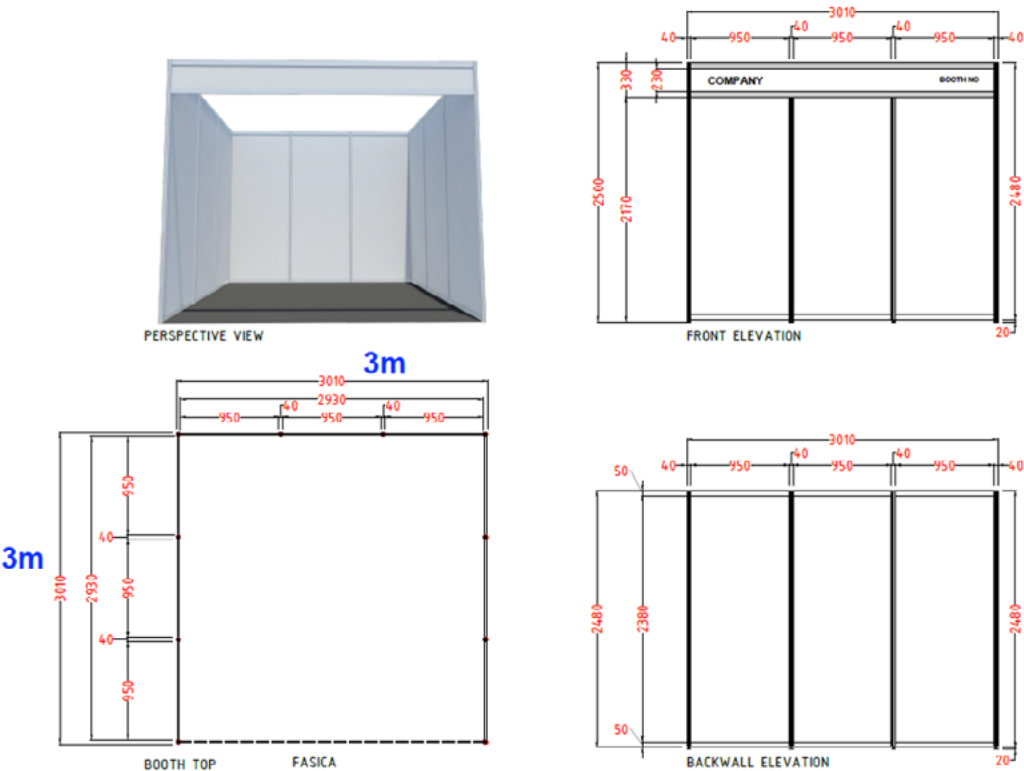
Floor Space Only

Location: Exhibition hall.
The cost (excl. VAT) for floor space only is **525€/sqm.**

- Cost includes:
- Floor space
 - 3 complimentary exhibitor’s badges per 9 sqm booth rented
 - Visibility in the online Exhibitor Directory + congress app (including the company logo)

Floor Space + Modular Shell Scheme Structure

Location: Exhibition hall.
The cost (excl. VAT) for floor space and modular shell scheme is **630€/sqm.**



- The modular shell scheme package offered by ESTRO includes:
- Side & back wall polygon partition 2.5m height with aluminium profile system
 - Overhead fascia panel with cut out vinyl sticker company name and stand number
 - 2 units 40w fluorescent light & 1 unit 13amp/230v Power point

- Needle punch carpet within booth area
- Structural build-up and dismantling
- 3 complimentary exhibitor's badges per 9 sqm booth rented
- visibility in the online Exhibitor Directory & congress app (including the company logo)

Not included:

- Furniture
- Additional exhibitor orders
- Internet access (public Wi-Fi is free)
- Electricity

Please note that all on-site services are managed by Kuala Lumpur Convention Center via the [Exhibitor Portal](#).

Here are the optional services Kuala Lumpur Convention Center can provide to exhibitors:

- Audio Visual
- Food & Beverage
- Rigging Services
- Internet Services
- Potted Plants
- Stand Cleaning
- Water Supply to Booth

Here are the optional services ES can provide to exhibitors:

- Electricity
- Furniture
- Graphics

Please find [here](#) their booking forms.



9. Industry Activities

During the congress hours, ESTRO allows exhibiting companies to organize different formats of meetings. Such meetings are limited to staff meetings, briefings, advisory boards, client meetings. Any other type of closed meetings must be approved by ESTRO.

Meetings including **more than 30 guests require the prior approval of ESTRO**. Meetings with similarities to a satellite symposium session are not allowed.

Satellite Symposia

To be eligible to hold a satellite symposium during the ESTRO Event, the company must be registered as Exhibitor at the ESTRO Event.

ESTRO reserves the right to reject any proposal that is not considered as appropriate to the Event or does not comply with the criteria set forth in the rules and regulations.

Available Slots and Rates*

Friday 23 August 2024
During lunch break
€15.750

Saturday 24 August 2024
During lunch break
€15.750

All prices are VAT excluded.

Satellite Symposium Package

- Rent of the meeting room for the duration of the symposium
- Standard equipment and room set-up
- AV technician
- 1 hostess
- Possibility of roll-up (dimensions 2m*85cm) displayed the morning before your event in the registration area (artwork to be submitted to ESTRO for written approval). Each company should produce their own roll-up.
- Inclusion of the satellite symposium agenda in the congress programme book, app and online programme
- Email blast listing the satellite symposia agenda sent by ESTRO prior the congress to pre-registered participants (in accordance with the GDPR policy)

Access

Participants fully registered to the congress, one day participants, company representatives wearing their exhibitor's badges, speakers and all persons involved in the organization of the satellite symposium (technicians, speaker) wearing the appropriate badge have the right to attend the industry satellite symposium. Exhibitors are not allowed to attend the satellite symposium session of another exhibiting company unless invited.

Access to the room for company organizers is possible for the satellite symposium organizers **30 minutes** before the start of the symposium.

Rules Regarding the Satellite Symposium Speakers

A conference speaker invited to speak at a satellite symposium cannot be financially supported by the inviting company in any way and it will be the responsibility of the satellite symposium organiser to ensure that this is the case.

The speaker cannot speak on the same subject at the main conference and the satellite symposium. As the main conference programme comes first, it is the responsibility of the satellite symposium organiser and of the speaker to ensure that this overlap does not occur.

Speaker's Registration

Each company is responsible for the registration of any satellite symposium speakers who are not participating in the official conference program. The visitor's badge allows the access to the satellite symposium room and exhibition hall for the day of the satellite symposia.

Speaker's Presentations - Preview Centre

For logistical reasons, companies organizing a satellite symposium are required to use the speakers preview center and follow the instructions that ESTRO prepares for its own speakers. Speakers' presentations must be submitted to the preview center **at least 2 hours before** the presentation.

Setup and Dismantling

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. The room should be completely vacated immediately after the end of the satellite symposium. Companies are responsible for removing all materials, waste, etc. from the room before the next scientific session starts. In case of non-compliance, companies may be charged for costs incurred for cleaning or removal of materials. Installations or alterations to the rooms and the standard set-up can only be made with the explicit approval of ESTRO.

Food and Beverage

All catering related to the satellite symposium session must be organized and ordered to ESTRO. The lunch box order form will be made available closer to the event.

Promotional Activities

ESTRO encourages independent promotion of approved symposia, with prior written approval of ESTRO and in line with the GDPR (General Data Protection Regulation). Onsite promotion of the satellite symposium will be strictly restricted to the company's booth.

One roll-up of each satellite symposium holder will be displayed at the registration area on the day of their symposium and another one can be placed half an hour before the start of their session in front of the satellite symposium rooms.

Social Functions/Special Events

Social functions or any special event planned by the Exhibitor during the ESTRO congress (this includes the ESTRO pre-meeting courses and workshops):

- require the prior written acceptance of ESTRO
- must not be held in the same place as any ESTRO activity
- must not be held during the scientific program of the ESTRO Event or during ESTRO activities

The date and place of any industry event / social activity planned by the Exhibitor must be approved by ESTRO. ESTRO shall have full authority to discontinue any function not approved by ESTRO and will not be held liable for any costs incurred by the Exhibitor.

Meeting Rooms

The meeting rooms are available for exhibiting companies within the congress centre. Please send us your requirements for the meeting rooms and ESTRO will assign a suitable room for your needs.

The rooms can be rented **for ½ day (€ 1,000)** or a **full day (€ 2,000)**.

Beamer is included in the price. Catering can be ordered directly from the official partner of ESTRO.

Audio and Visual Activities

Lighting and the production of music and/or sound requires the written acceptance of ESTRO, is limited to the perimeter of the Exhibitor's booth and **must be directed towards the interior** of the stand.

All activities including the use of sound should be notified to ESTRO including the information about **duration and frequency** of the sound.

If ESTRO judges that a disturbance is being caused, the Exhibitor will be required to lower or halt the activity immediately. Licensing for copyrighted work is the sole responsibility of the Exhibitor.

The use of live music, dancers or any other similar entertainment activities are not allowed in the Exhibition Hall. **Professional models/hostesses** may be used for demonstration purposes but **may not leave the Exhibitor’s booth space parameters** to drive traffic to the booth and/or pass out information or take “polls.”



10. Onsite Advertising and Sponsoring

Advertising

Below you will find an overview of opportunities to increase your brand visibility during the congress. Please note that each opportunity is offered in exclusivity – your logo will be the only one visible when purchasing one of the opportunities. The only exception are the advertisements in the digital Exhibitor Directory.

Area	Description	Price
Coffee cups in the exhibition hall	Display of your logo on all cups available in the catering areas in the exhibition during the lunchtimes and coffee breaks.	€10.500 + Production
Event App	Display of your logo on the install, welcome and intro screens of the ESTRO event app	€10.500
Exhibitor Directory (digital)	Display of your advertisement in the key document on exhibition & industry for all participants (available on the ESTRO website and via the ESTRO app)	€ 2.000

All prices are VAT excluded.

11. Architectural Guidelines

- The minimum exhibition space allowed is **9 sqm**.
- Booths, part of it or exhibition material may not be covered or removed from the exhibit space during the exhibition opening hours. Unsightly objects must not be placed in public view.
- The floor of the booth must be covered with **carpet any other proper material that does not damage the floor**.
- The booth must be delimited with suitable and finished **partition walls** to close off the space on all sides other than the visitors' aisles. Partition walls must not be shared between two booths.
- **Exposed / rear sides of side and back walls of booths and displays** shall be white, plain (without partitions) and kept clean.
- Corner booths, two-walled booths, three-walled booths and **pop-up display** must be complete with partition walls located on all sides other than the visitor's aisles.
- ESTRO reserves the right to order the missing parts of the exhibitor's booth at the expenses of the defaulting exhibitor.

Booth Design and Structural Plans

Booth design and structural plans must be in accordance with ESTRO rules and regulations, the Venue regulations and the exhibitors' manual and must be submitted for approval to ESTRO hyilmaz@estro.org by **1 July 2024**. Booth design and structural plans will be valid once the Exhibitor has received the written approval from ESTRO.

Types of Booths

Island Booth

An island booth is an exhibition space with 4 sides open.

Full use of the space is permitted, but the design of the booth must ensure the visibility to neighboring booths, have a suitably open appearance and be accessible from all adjacent aisles. The height of any part of the booth or related objects (excluded hanging banners) located 1 meter or less away from a visitor's aisle must not exceed 2,5 meters.

Corner Booth

A corner booth is an exhibition space with 2 mandatory walls and two sides open. The height of any part of the booth or related objects (excluded hanging banners) located 1 meter or less away from a visitor's aisle must not exceed 2,5 meters.

Three-walled Booth

A three-walled booth is an exhibition space with three mandatory walls and one side open.

The height of any part of the booth or related objects (excluded hanging banners) located 1 meter or less away from a visitor's aisle must not exceed 2,5 meters.

See-through Visibility

Booth structure, design and equipment display must ensure the visibility to neighboring booths and have a suitably open appearance. Unless prior agreement with neighbor companies, only one-third of the surface area adjoining the public aisles can be fully enclosed.

ESTRO reserves the right to refuse or relocate any booth that fails to conform to this requirement.

Overall Height of Display

The maximum height of any booth or related objects (excluding hanging banners) located 1 meter or less away from a visitor's aisle must not exceed **2,5 meters**. In exceptional cases, ESTRO reserves the right to readapt this regulation.

For booth constructions with **height from the floor higher than 5m**: a surcharge of **100€** corresponding to the space rental will apply.

12. Technical Specifications of Kuala Lumpur Convention Center

Please find the technical regulations of Kuala Lumpur Convention Center and order forms of ES Exhibition Services [here](#).



ESTRO

ESTRO

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for Radiotherapy & Oncology

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1000 Brussels
Belgium

Follow us on    

WWW.ESTRO.ORG

