

ESTRO2025

Exhibitor's Manual

Technical Rules and Regulations

Transformative innovation through partnership

2-6 May 2025

Vienna, Austria

ANNUAL
ESTRO
CONGRESS

ESTRO2025



Contact List

Sponsorship, industry satellite symposia and advertising

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Catering

GERSTNER CATERING
(exclusive partner)
T +43(1)316 65 2424
M ecc@gerstner.at

Equipment and Stand Construction

STANDOut
Messeplatz 1
1021 Wien / Vienna
T +43 1 727 20 – 6101
M wien@standout.eu

*Order link for rigging, furniture,
electricity, water is available [here](#).*

Official Freight Forwarder

KRISTAL
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Staff Provision

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1020 Wien / Vienna
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M messe@cam-security.at

Green Decoration / Flowers

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Donaufelder Str. 121A
1210 Wien / Vienna
T +43 1 7283540
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Key Dates

Aspect	Dates	Description
Congress	20 November 2024	Deadline of Early Submission of abstracts
	19 March 2025	Deadline of Late Submission of abstract
	2-6 May 2025	ESTRO Annual Congress 2023
Exhibition Booking	7 October 2024	Opening of bookings to corporate gold members
	14 October 2024	Opening of bookings to corporate members
	4 November 2024	Opening of bookings to non-members
Registration	22 January 2025	Early Registration Deadline
	2 April 2025	Late Registration Deadline
Exhibition	21 March 2025	Booth designs to be submitted to ESTRO
	28 April-1 May 2025	Build-up (08:00-22:00)
	2 May 2025	Build-up (08:00-12:00)
	5 May 2025	Dismantling (17:00-00:00)
	6-7 May 2025	Dismantling (08:00-22:00)
Satellite Symposia	21 March 2025	Receipt of final satellite symposium program for inclusion in Exhibitor Directory
Advertising	21 March 2025	Company Logo for inclusion in the app and Exhibitor Directory
	21 March 2025	Advertisement for Exhibitor Directory
	2 April 2025	Artwork for Onsite Signage

Priority in bookings will be based on:

1. Membership type
2. To the number of square meters booked and confirmed
Reduction of square meters after confirmation will not be possible nor refunded
3. Additional packages booked by the company

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1. Access to the Venue

How to reach Messe Congress Center

The ESTRO Annual Congress will be held at:
 Messe Wien Exhibition & Congress Center
 Messeplatz 1
 (Entrance Foyer A)
 A-1020, Vienna, Austria
www.messecongress.at

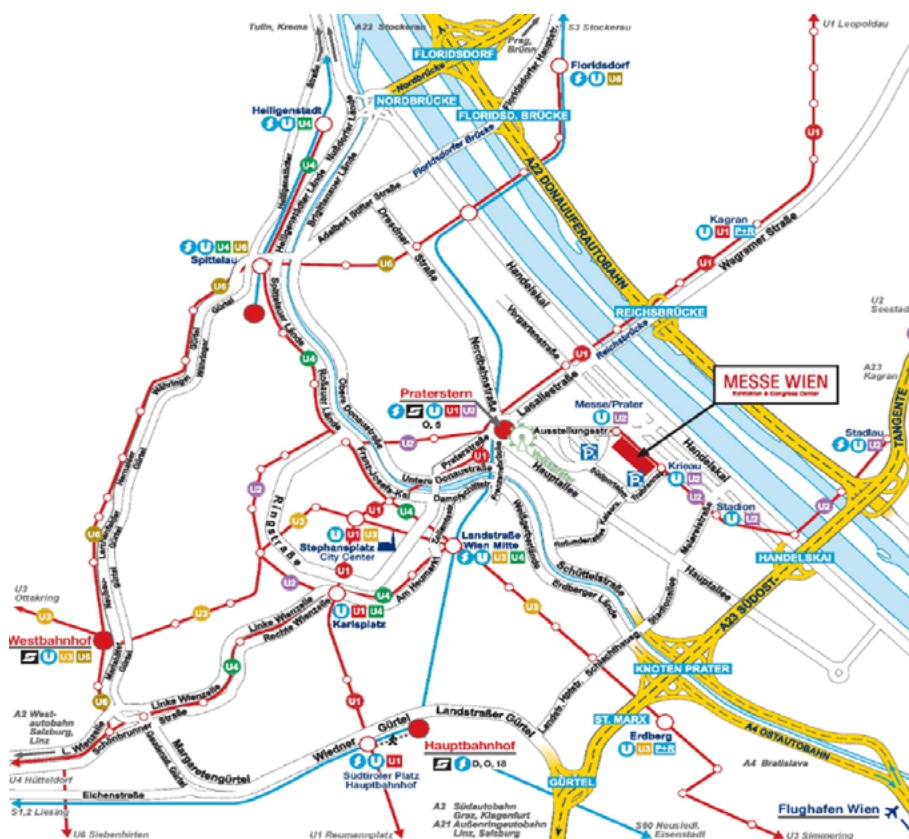
Messe Wien Exhibition & Congress Center is centrally located, yet close to Vienna's famous Prater park and around the corner from the campus of the new Vienna University of Economics and Business, the Sigmund Freud Private University and the modern, green "Viertel Zwei" business and residential area.

Ideal transport links

An underground station is located a stone's throw away from Entrance A.

U2: Messe - Prater

The Vienna International Airport is only 20 minutes away by taxi.

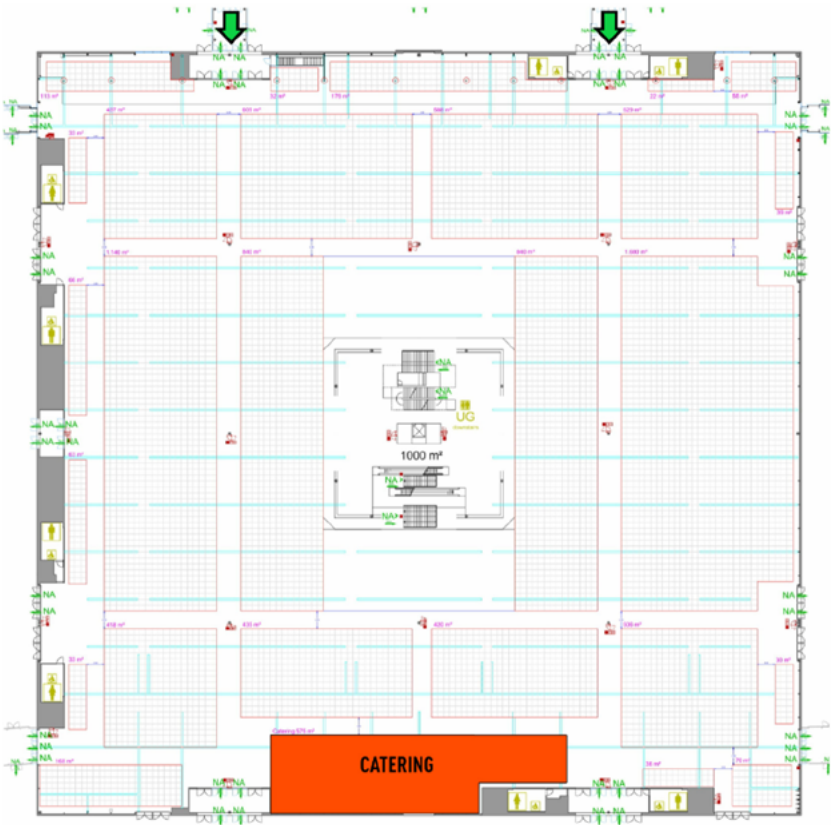


2. Maps and Floorplan

Venue General Overview



Exhibition Floorplan



[illegible]

3. Access to the Exhibition Hall

ESTRO Annual Congress will take place in **Hall B**, between **Friday 2 May** and **Tuesday 6 May**. Please note that the exhibition will close at 17:00 on Monday 5 May.

Build-up and Break-down for ESTRO Annual Congress (HALL B)

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*

Monday 28 April	08:00-22:00 (Early build-up day for booths = or >100 sqm only.)
Tuesday 29 April	08:00-22:00
Wednesday 30 April	08:00-22:00
Thursday 1 May	08:00-22:00
Friday 2 May	08:00-12:00

(Booth construction must be completed and empty packaging to be removed from the hall on 2 May at 12:00)

Dates of break-down*

Monday 5 May	17:00-00:00
Tuesday 6 May	08:00-22:00
Wednesday 7 May	08:00-22:00

**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 2 May	18:00-20:00
Saturday 3 May	09:30-17:00
Sunday 4 May	09:30-17:00
Monday 5 May	09:30-17:00

4. Logistics

KRISTAL have been appointed as the official freight forwarder, customs clearance agent and official drayage contractor for ESTRO 2025 in Vienna.

The shipping guidelines and relevant forms will be published soon.

Access for Deliveries

For deliveries please use Gate 1 at **Trabrennstraße 5, 1020 Vienna** at the back of the building.

Vehicles are granted access to the exhibition grounds within the official timeslots. Every truck driver gets a ticket to open the gate when entering the fairground. The ticket is valid for 3 hours. If the truck driver stays more than 3 hours in the premises a fine of EUR 100 will be charged. Therefore, as soon as loading/unloading is finalized, the vehicles must leave the loading bay.

Vehicles are not allowed inside the exhibit halls. Please note that only forklift trucks operated by the official logistics partner KRISTAL are permitted within the loading bay and halls.



Truck driving bans in Austria

Traffic restriction in Austria

Weekends:

Saturdays from 15.00 to 24.00

Sundays and Holidays from 00.00 to 22.00

Applies to: trucks without trailers and trailer trucks over 7.5 t permitted gross weight as well as trailer trucks when the permitted gross weight of the truck or the trailer is more than 3.5 t. Entire road network.

Nights:

Daily from 22.00 to 05.00

Applies to: trucks with over 7.5 t permitted gross weight. Entire road network.

Parking

Truck parking will not be available at Messe Wien and needs to be arranged individually by each exhibitor.

The ASFiNAG provides a live app called "Unterwegs" to stay updated regarding available truck parking spaces – the app is available under the following link:

www.asfinag.at/stat/microsite_app/microsite_app

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.

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)** for ALL exhibitors.

Exhibitor FULL Badges

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

Validity: duration of the conference

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

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)

The minimum renting surface is 18 sqm for pharmaceutical companies.

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:

- white panels in alu frame system, 2,5m height
- dark grey carpet tiles
- fascia board with company name
- booth number (paper)
- 1 LED spotlights on electric rail per 4sqm
- basic cleaning

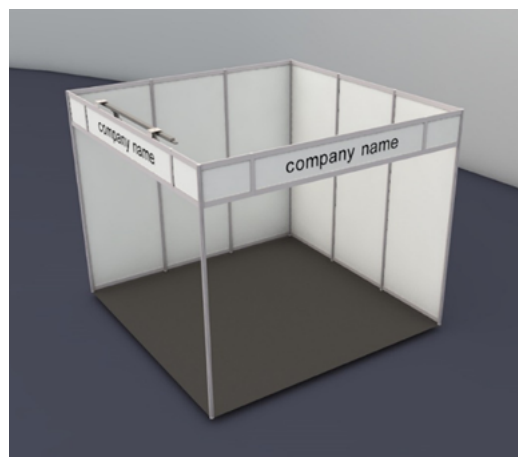
+

- 3 complimentary exhibitor's badges per 9 sqm booth rented
- visibility in the online Exhibitor Directory & congress app (including the company logo)

Not included:

- main power connection
- daily cleaning
- additional exhibitor orders

The minimum renting surface is 18 sqm for pharmaceutical companies.



Floor Space & Modular Shell Scheme Structure for Start-ups*

Location: Exhibition hall.

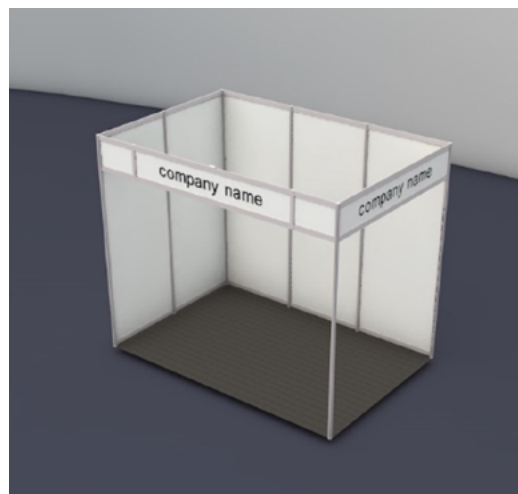
The cost (excl. VAT) for floor space and modular shell scheme is **3.000€** for start-ups.

The modular shell scheme package offered by ESTRO includes:

- white panels in alu frame system, 2,5m height
- dark grey carpet tiles
- fascia board with company name
- booth number (paper)
- 1 LED spotlights on electric rail per 4sqm
- basic cleaning

+

- 2 complimentary exhibitor's badges
- visibility in the online Exhibitor Directory & congress app (including the company logo)



Networking Space for Spinoffs**

- 1 table, 2 chairs & 1 pull-up banner at ESTRO Village (no additional furniture is allowed)

+

- 2 complimentary exhibitor's badges
- visibility in the online Exhibitor Directory + congress app (including the company logo)

*start-up: company which has been in business less than 3 years and has fewer than 10 employees

**spin-off: companies in development state from universities. Not open to commercial entities.

9. Onsite Services (Additional Orders)

Please note that all on-site services (catering, electricity, waste, internet etc.) are managed by the Messe Wien Exhibition & Congress Center directly. The contact of each service can be found here:

Catering

GERSTNER CATERING

M ecc@gerstner.at

Internet

Kapsch

M inbox.messe@k-business.com

All internet orders can be made via Kapsch's online shop.



Equipment and Stand Construction

STANDout

M wien@standout.eu

All stand construction related orders can be made via [STANDout's online shop](#).

To demonstrate how to place orders on the web shop, please find here a quick example of how to order hanging points:

- Exhibitor registers for the event-web shop
- The registration process may take up to 2 working days (this is important information concerning order deadline!)
- After registration the exhibitor is able to browse the web shop for different categories (e.g. Suspension service). Click on item opens the order form.
- **Exhibitor fills in the order form completely (all required fields) and uploads technical drawing.** Click on submit button.
- Request gets directed automatically to rigging@standout.eu and gets processed by our technical department.

STAND^{OUT}
be visible

Home > Modellbau Messe

NOW SHOPPING BY
CATEGORIES: suspension service x
Clear All

CATEGORIES

- ☐ shell scheme (4)
- ☐ graphics (7)
- ☐ meeting tables - tables - high tables (12)
- ☐ bar stools - chairs (22)
- ☐ lounge furniture (12)
- ☐ seating groups (12)
- ☐ equipment (23)
- ☐ showcases - bars (10)
- ☐ walls - doors (10)
- ☐ fascias - shelves (7)
- ☐ ceiling construction (9)
- ☐ floor covering (19)
- ☐ cleaning - waste disposal (7)
- ☒ suspension service (1)
- ☐ booth installations (6)
- ☐ lighting (14)
- ☐ Safeguarding measures (6)

Sort By Product Name



Order form ceiling suspen...

Deadline: Sep 22, 2022

Factsheet 2022

Pricing 2022

Order form ceiling suspension

1. CUSTOMER DATA:

Name of event *	Modellbau Messe	VAT-No.	
Company's name *	TEST / Expo Messebau GmbH	Street *	Messeplatz 1
Postal Code *	1020	City *	Wien
Contact *	Markus Kreuberger	E-Mail *	markus.kreuberger@standout.eu
Phone *		Mail & Stand no. *	
Booth dimension D/WG *		Booth size in sqm *	

2. TECHNICAL SPECIFICATIONS:

Type of suspension *		Total weight of construction *	
Number of suspension points *		Height of construction (top height) *	
Lifting device (manual / motor chain hoist DS/DS-J) *	Hand hoist	Weight per suspension point *	
Suspension plan *	<input type="checkbox"/> Detail construction <input type="checkbox"/> Keine Detail ausgestaltung File size max. 10 MB		

Orderform_2022

Submit

Sketch & Notes

Please indicate the exact positions of the suspension points in the plan below and send a detailed plan including the neighbouring exhibitors.

- specify at least 1 neighbour booth
- dimension each point



point	height	weight
HP1	7m	86,3kg
HP2	7m	90kg
HP3	7m	110kg
HP4	7m	86,3kg

10. 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

FOR MEDICAL DEVICES COMPANIES

Satellite Symposia are the ideal way of engaging with the Congress audience and present your products and services through a live presentation in the congress center premises. These sessions are not part of the official Scientific Program.

At ESTRO's Annual Congress, the Satellite Symposia are organized during the lunchbreak. Following slots are available:

Saturday 3 May
During lunch break

€ 15.750

Sunday 4 May
During lunch break

€ 15.750

Monday 5 May
During lunch break

€ 15.750

All prices are VAT excluded.

Overview of available rooms for Satellite Symposia:

Location	Room name	Date	Capacity
Hall A	Haydn	Saturday 4 May	500 pax
	Brahm		400 pax
	Mahler		900 pax
Congress Center	Strauss 1-2	Saturday 4 May	1000 pax
	Schubert 1-6		750 pax
Hall A	Haydn	Sunday 5 May	500 pax
	Brahm		400 pax
	Mahler		900 pax
Congress Center	Strauss 1-2	Sunday 5 May	1000 pax
	Strauss 3		450 pax
Hall A	Haydn	Monday 6 May	500 pax
	Brahm		400 pax
	Mahler		900 pax
Congress Center	Strauss 1-2	Monday 6 May	1000 pax
	Schubert 1-6		750 pax

*The capacity of the rooms might change slightly depending on the final design of the rooms.

FOR PHARMACEUTICAL COMPANIES

Satellite Symposia at ESTRO’s Annual Congress offer pharmaceutical companies a prime opportunity to engage with a focused audience through live presentations during lunch breaks. These sessions, held in a dedicated room exclusively for pharma companies, ensure that each presentation receives undivided attention. This exclusive access allows for more impactful delivery, deeper engagement with key decision-makers, and maximized visibility without competing messages from other pharmaceutical companies.

At ESTRO’s Annual Congress, the Satellite Symposia are organized during the lunchbreak. Following slots are available:

Saturday 3 May
During lunch break

€ 45.000

Sunday 4 May
During lunch break

€ 45.000

Monday 5 May
During lunch break

€ 45.000

All prices are VAT excluded.

Overview of available rooms for Satellite Symposia:

Date	Room name - in Conference Area	Capacity
Saturday 3 May Sunday 4 May Monday 5 May	Lehar 1-2-3	700 pax

*The capacity of the rooms might change slightly depending on the final design of the rooms.

ALL satellite packages include:

- 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). The production of the roll-up can either be done by the company OR by ESTRO.
- Inclusion of the satellite symposium agenda in the Exhibitor Directory and ESTRO app
- Email blast listing the satellite symposia agenda sent by ESTRO prior the congress to pre-registered participants (in accordance with the GDPR policy)

Extra AV and branding packages for your satellite symposium session will be provided closer to the event.

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 can produce their own roll-up, or it can be ordered with the satellite symposium packages. *
- Inclusion of the satellite symposium agenda in the Exhibitor Directory, congress app and online congress platform
- Email blast listing the satellite symposia agenda sent by ESTRO prior the congress to pre-registered participants (in accordance with the GDPR policy)

In addition to the basic satellite symposium package that comes with the booking of the rooms, we offer additional branding and AV packages which will be made available closer to the event.

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 through ESTRO. The lunch box options and order form will be made available closer to the congress.

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 (this includes the pre-meeting courses and workshops)

Exhibitors planning to organize social events **are advised to check the scientific program and special social events of ESTRO:**

- Networking Evening - 2 May 2025
- Presidential Dinner - TBC
- After Dinner Event - 5 May 2025

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 following meeting rooms are available for exhibiting companies within the congress centre:

Location	Room Name	Capacity	
		Theatre	Boardroom
Floor +1 (mezzanine exhibition)	Galerie 1	13	10
	Galerie 2	13	10
	Galerie 3/4	50	30
	Galerie 5/6	50	30
	Galerie 7	13	10
	Galerie 8	13	10
	Galerie 13	13	10
	Galerie 14	13	10
	Galerie 15	30	20
	Galerie 16	13	10
	Galerie 17	13	10
	Galerie 18	30	20
	Galerie 19	13	10
	Galerie 20	13	10

The rooms can be rented for **½ day (€ 1,000)** or a **full day (€ 2,000)**. Please note that the capacity of the meetings rooms might change slightly depending on the final design of the rooms.

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.

Sound levels should not exceed **60 decibels** according to Reed Messe Wien’s Technical rules and regulations. 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.”

11. Onsite Advertising and Sponsoring

All onsite advertising and sponsoring artwork files should be sent to hyilmaz@estro.org by 2 April 2025. The files require the written approval of ESTRO before being printed.

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 Programme Book.

Area	Description	Price
Event App	Display of your logo on the install & home screens of the ESTRO event app	€10.500
Wi-Fi	Display of your logo on the Wi-Fi landing page, physical displays on-site and in the program book	€ 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
Digital Signage	Display of your advertisement on 2 digital rotating banners placed at the entrance of the exhibition for the whole duration of the congress	€3.500
Digital Signage (for satellite symposium holders)	Display of your satellite symposium program on 2 digital rotating banners placed at the entrance of the exhibition on the day of your satellite symposium session	€1.500
ESTRO Stage Presentation Slot	Opportunity to present 15 minute on the ESTRO Stage during coffee breaks. Display of the stage program in the “Exhibitor Directory” on ESTRO website including the company name, presentation title, booth no. & logo. Push notification on the app before the session starts	€ 2.500

Exclusive Green Package	Stage Presentation: <ul style="list-style-type: none"> - 10 minutes dedicated presentation during a Go Green session, followed by a panel discussion. - Presentations must be exclusively focused on sustainability within radiation oncology and industry initiatives. Exposure Throughout the Congress: <ul style="list-style-type: none"> - Sustainability video playing on a loop at the Green Lounge industry screen for the entire duration of the congress. - Logo prominently displayed on a side of the Green Lounge industry screen, emphasizing your commitment to sustainability. "This lounge is sustained by [Company logos]." 	€5.000 (limited to 4 exhibitors only)
Green Package	Prominent Advertisement: <ul style="list-style-type: none"> - Sustainability video playing on a loop at the Green Lounge industry screen throughout the congress. - Logo prominently displayed on a side of the Green Lounge industry screen, emphasizing your commitment to sustainability. "This lounge is sustained by [Company logos]." 	€2.500
2 Email Blasts to promote activities at ESTRO 2025	The promotion of the activities of the company at the annual congress will be done by ESTRO via 2 email blasts to your target audience. The blast dates can be arranged according to the company's preference. The stats of the blast will be provided regularly.	€ 7.500

All prices are VAT excluded.

The venue also offers a wide range of options for on-site advertising. The onsite advertising catalogue is available [here](#).

12. 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 or 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.
- The maximum build-height in Hall B is **7 meters** (4 Meters under the Galerie and under the restaurant).

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 **21 March 2025**. 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 two mandatory walls and two sides open. 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.

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.



13. Technical Specifications of RXW

RXW is RX Wien GmbH, Messeplatz 1, 1020 Vienna, Austria.

TRL - Technical Guidelines

For Messe Wien Exhibition & Congress Center technical regulations, please refer to [this link](#).

Onsite Inspection by a Civil Engineer

For safety reasons, all structures which — particularly if incorrectly constructed — could pose a danger for the physical wellbeing, life, and health of individuals, will be inspected by an independent structural engineer. The inspection is conducted during tours of the structures in the assembly period in compliance with norm EN13814 point 7.7.2.2. and serves as an official inspection required for the approval of structural statics.

Structures that will be inspected are:

- All overhead structures, such as portals and all structures suspended from — or affixed to — the ceiling, pre-installed suspension points etc., except for textile-based decorative features which do not pose threats to the physical wellbeing, life and health of individuals — even if they fall.
- All structures with upper floors and all walkable stage constructions, except runways and stages constructed from pre-approved stage/platform elements proven to carry at least 5.0 kN/m², and system-compatible safety barriers, handrails and bannisters up to a height of 0.8 m.
- Expo booth structures and crossbeam truss constructions built to a height of 4 metres or more.
- Free-standing columns and free-standing walls built to a height of 2.5 metres or more.
- Custom-built structures, the construction of which is subject to the provision of all essential statics information (as with items such as tensioned cable constructions, cable suspension bridges etc.)
- The authorities are entitled to conduct additional inspections if considered prudent.

All structures not subject to an obligation to be inspected must be erected and installed to guarantee requisite structural stability, operational safety and to comply with all the latest applicable technical standards.

Inspection fundamentals:

Structures and their measurements are evaluated according to the most recent and legally enforceable version of Norm EN13814 governing the safety of mobile constructions and build-ons for show venues and amusement parks.

Procedure:

Depending on the size and complexity of the event in question, inspections may either be conducted in a single step — when all essential construction work has been completed, or in two steps — involving a walk-around inspection during construction, and a final inspection when all essential construction work has been completed.

While conducting these walk-around inspections, the assessor must be given full access to all required construction plans, component approval documents, truss load tables, statics measurements, calculations for suspended loads, as well as the required static calculations for all constructions with upper floors and free-standing wall structures. Structures and their measurements are evaluated according to the specifications of the most recent, legally valid version of Norm EN13814.

Technical/stand building companies therefore need to have all the necessary documentation onsite and show them to the civil engineer upon request.

Floor Loading

The maximum permitted floor loading for goods transportation and stand assembly work is **1.600 kg/sqm**.

Multi-Storey Stands

A surcharge of 300€ per sqm will apply for the additional level.

For Reed Messe Wien's GmbH's technical regulations regarding the multi-storey stands, please refer to page 11 of [the technical document](#).

Adherence to the guidelines below is obligatory for double-decker booth structures:

The organiser (and/or RMW) must be informed about any booths designed with two storeys six weeks prior to commencement of the fair at the latest.

Upper floors of double-decker structures for up to 30 people must be fitted with one staircase; those for over 30 people must have two staircases. The staircases must be straight and in no way curved or cornered. All the steps in a staircase must be of a uniform height (max. step height 18 cm), a uniform front-to-back dimension (min. 26 cm) and have a minimum width of 100 cm.

All staircases leading to the upper floor must be flanked on both sides from the top step to the bottom step by bannisters, guardrails or handrails that do not end abruptly. They must be rounded off at the top and the bottom. The height of bannisters must be at least 100 cm.

The height of the parapet guardrails on the upper floor must be at least 100 cm. The outer edges of the upper floor must be bordered with a skirting board (at least 8 cm in height) to prevent objects being unintentionally kicked over the edge.

The room height and ingress/egress point headroom clearance (staircases, doors) must be at least 210 cm.

Suitable and sufficient fire extinguishing devices must be located on the upper floor.

Suspension Points

Please refer to Page 18 of [the technical document](#).

If various objects and banners are to be suspended from the ceiling, the requisite suspension points will be manufactured and installed by specialised authorised contractual partners if they have already been authorised by the organiser.

In order to gain approval for suspended objects, a detailed informal application must be submitted to the authorised contractual partner no later than six weeks prior to the start of the event. The application must clearly document all the necessary planning details required for the installation of suspension points, such as a floor plan, top plan view, side view, end view, 3d view, location of the suspension points, heights, dimensions and loads of the suspended objects to determine the overall static burden on the ceiling. The organiser or RMW reserve the right to refuse approval, or to make it dependent upon specific conditions.

All objects – including spotlights, projectors, loudspeakers, monitors, lights and lamps (etc.) to be erected on, attached to, or suspended from ceilings, roofs and bridge structures, rigs, barriers and rails, decoration chains, additional and sundry structures – must be secured to the load-bearing structure with an additional suspension support (steel cable, steel chain or safety carabiners) that can bear at least five times the weight of the device in question.



14. Safety Regulations

Protection of Visitors and Neighbours

Please refer to Page 8 of [the technical document](#).

All temporary structures must be designed and implemented in such a way as to ensure their use does not pose any risks to the health and safety of visitors or local residents, or an unreasonable nuisance to the surrounding neighbours – as can be the case with machine noise emissions (max. 60dB), smoke, soot and unpleasant smells. In addition, it is important to avoid all sources of annoyance to neighbouring booths and local residents caused by the use of technical devices. Suitable measures (labelling, signage, safety barriers etc.) must be implemented to ensure there are no trip, slip or fall risks caused by tripods, stands, ropes, bracing or shafts etc.

Protection of Structural and Technical Facilities

Please refer to page 9 of [the technical document](#).

Prior to the erection of temporary structures, the entire floor surface to be built upon must be protected with suitable carpeting or insulating materials that can be completely removed without leaving marks, stains or residual traces.

During the assembly and dismantling periods, gangways and floors must be treated with extra care or special protective measures applied to ensure they are not damaged. Carpets, floors and tiles must only be affixed to the floors at the venue with residue-free adhesive tapes.

Exhibitors and their subcontractors are not permitted to open or close utility conduit channels in the hall floors. Only RMW and its authorised contractual partners are permitted to do so. The general physical condition of the venue, in particular the floors, walls, columns and other such items must not be damaged, soiled, altered or compromised in any way, such as by drilling, using nails, screws, applying paint, wallpaper or applying items with adhesives. It is forbidden to nail, screw or rivet (etc.) items to the floor. The right to use adhesives on surfaces at the venue is reserved for authorised contractual partners and can be organised by contacting these partners. The unauthorised application of posters is forbidden.

Access to utilities conduits located near temporary structures must be kept free at all times. Fire safety and prevention infrastructure, particularly fire sensors and alarms, hydrants, smoke detectors, sprinkler systems, manual fire extinguishers, break-glass alarms, hosepipe water access points, ventilation and heating shafts, openings and doors for technical facilities must not be obstructed and must remain fully accessible at all times. The functionality

of the above must not be compromised, they must be clearly visible and recognisable as such at all times, and their use must be guaranteed without limitations.

Temporary structures that cannot be illuminated sufficiently with the general safety lighting due to their special construction must be illuminated with their own additional safety lighting, compliant with the respective rules and legislation.

Before the event commences, all electrical components and devices in use, such as spotlights, projectors, effects devices, lights and bulbs, junction boxes and switch panels, sound and video devices, cables, cable connectors, plugs and sockets, must be inspected by a trained specialist – such as a sound engineer, lighting technician or an event engineer – to establish their mechanical state and working condition (particularly fixture points and safety features), and make visual checks to establish the state of mobile connection stations and extension cables. Findings should be documented in whatever way is considered appropriate. If damage to items of operating equipment or supplies which could compromise safety is identified, they must not be used.

Fabrics, Materials & Decorations

Please refer to page 9 of [the technical document](#).

Material, fixtures and fittings used on site at the venue and belonging to temporary structures, must be compliant with the latest technical standards, and at least comply with the EN 13501/1 classifications B-s1d0 and C-s1d0 (hardly flammable, produce little smoke and do not drip-melt), or must be impregnated to ensure they do not burn easily. This applies in particular to floor, wall, ceiling and roof surfaces, tarpaulins and rigg sails, fabric cladding, curtains and decorations, as well as posters, banners, signs and objects suspended above expo structures and crowd-flow access routes. Exhibitors are to provide the organiser with evidence of the properties of the materials in use in German. If sprays are used to impregnate, it is necessary to keep a record of who conducted the work, their contact details and when exactly they carried out the task of impregnation. Covers, shades, fabric cladding, curtains and all other forms of decoration must be securely attached.

Carpets and all other floor surfaces must be installed in a way that guarantees there is no danger of slipping, tripping or any other accidents. All protective foils must be removed before the event commences. Doormats must be positioned to ensure they do not cause risk of tripping. A removable wooden floor surface must be even and flat, and must be bevelled at the stepping edge.

Raised Floors

Please refer to page 10 of [the technical document](#).

Any edges of surfaces at differing heights must be clearly and visibly marked. Cables and other supply channels under raised floors are subject to the same rules as openly-accessible supply cables and pipes. The installation of various supply pipes, channels and cables, and

any other sources of danger beneath the surface of a raised floors must be documented with photos and technical drawings.

Trees & Plants

Please refer to page 10 of [the technical document](#).

Trees and plants may only be used as fixtures and decorative items for temporary structures if they have been freshly cut. Leaves and needles must still be green and full of sap. If, during the event, it becomes clear that trees or plants are drying out, thus becoming more easily flammable, they must be removed. Bark mulch, reed mats, straw (etc.) in and around booths must be kept moist at all times.

Structures with Glass

Please refer to page 10 of [the technical document](#).

All glass used for structures must be proven to be suitable for the respective purpose. Only safety glass is permitted for glass structures. The edges of sheets of glass must be processed, smoothed or covered in such a way as to eliminate the risk of injury. Full-glass structural elements must be marked at eye level. Framed glass elements, particularly glass in display cases and doors, must be made suitably thick or be protected in such a way as to guarantee they cannot be broken through. Pictures, mirrors and other similar objects along crowd-flow routes (visitor gangways) must be immovably attached to their mounting location.

Temporary Structures with Enclosed Ceilings

Please refer to page 11 of [the technical document](#).

Temporary structures with roofs and ceilings covering more than 50% of the surface m² of the space rented will be considered to have an 'enclosed ceiling'. However, horizontally tensioned single-layer tarpaulins or sails made of a fabric suitable for the use of sprinkler systems (such as easy-stretch fabrics with meld lines, difficult to ignite) are not categorised as ceilings.

Regardless of the size of the ceiling space, temporary structures with enclosed ceiling spaces require suitable fire safety precautions (smoke alarms, sprinklers, fire wardens), wherever the side walls are mostly closed.

Machinery and Special Equipment

Please refer to page 11 of [the technical document](#).

The operation, demonstration, exhibition and storage of machines, devices, materials, fabrics and other objects shall be permitted if all applicable safety requirements have been met. All machines and devices must be set up to stand firmly and stably, and may only be used in a safe operating state.

Suitable measures, such as locking up, locking away, cushioning and covers, must be taken to ensure no-one is at risk of injury from exhibited devices (machines etc.) due to protruding parts or sharp edges etc

Special Uses of Stages for Events

Please refer to page 12 of [the technical document](#).

Apart from furniture, props, carpets, window and door curtains, all aesthetic additions (decorations, curtains, studs, frameworks etc.) and items used to decorate rooms, such as flower arrangements, garlands, waxed flowers etc. must be made either from non-combustible substances or ones which are naturally (or impregnated to be) difficult to ignite.

If a portal or stage curtain are used to create a gateway from the stage to the spectator area, this portal must be made of non-combustible material, the show-closer curtain must at least be made of materials that are either non-combustible or have been treated with flame retardant substances, and from materials that do not easily melt. Suitable measures must be taken to ensure there is no access to rooms and areas such as podiums, backstage areas, equipment booths etc. not intended for use by spectators, or by individuals who do not belong to the company or event organisation, or by any other unauthorised individuals. These provisions may be met by solutions such as the deployment of supervisory personnel, the erection of barriers and the mounting of signage etc.



15. Connections and Installations

Please refer to page 13 of [the technical document](#).

The utility connections ordered for electricity, water, compressed air, gas, IT, telephone, TV and radio in advance for temporary structures may only be hooked up by authorised contractual partners.

Electrical Installations

Please refer to page 13 of [the technical document](#).

Electrical power infrastructure, parts, components and systems must be constructed and operated according to the applicable respective regulations and, in particular, must comply with the current relevant stipulations of the Austrian Electrical Technologies Law (ETG), Ö-norms and EN-norms they contain, and with the Austrian Regulations for Electrical Technologies (ÖVE), in particular the ÖVE E 8101 norm. In particular this refers to live parts conducting electricity which must be protected with covers and trapdoors to prevent direct contact, and electrically conductive parts of the DB board, which are to be equipped with protection to prevent indirect contact.

From the points of connection, electrical installations in temporary structures can only be set up by authorised specialists or licensed specialised companies in line with the current legal guidelines, norms and standards.

Electrical Bonding

Please refer to page 13 of [the technical document](#).

Proof of inspection must be provided to the organiser and RMW before the mains power supply is switched on. If the exhibitor refuses to provide such evidence, the organiser shall not be under obligation to supply electricity. The costs for the initial mains hook-up will be charged to the exhibitor nevertheless. The installation of an RCCB (residual-current circuit breaker) for a nominal fault current of 0.03 A is obligatory for the electrical infrastructure.

Cables, Leads, Conduits

Please refer to page 14 of [the technical document](#).

Cables, leads and power conduits that have to be installed on the floor in areas accessible by visitors must be clad in such a way as to prevent the risk of tripping and mechanical damage. Highly-visible signage must also be installed to clearly warn of the risk of tripping.

Electrical Equipment

Please refer to page 14 of [the technical document](#).

All electrically powered devices and items, such as spotlights, projectors, effect devices, light bulbs, sound and video equipment, must be immovably and non-combustibly attached to the structures bearing them (e.g., screwed down). All lights and lamp suspension systems must be checked to ensure lights or lighting elements cannot become loose or fall out, and must be sturdy enough to bear five times the weight of the lamp (at least 10 kg) without moving out of their original position. Even if they are not located at a great height, all electrical devices weighing over 5 kg suspended from the ceiling must be borne by two non-combustible carrier systems that are completely independent of one another. Each system must be capable of bearing the weight of the device alone.

Water Supply

Please refer to page 15 of [the technical document](#).

Water supply within a temporary structure may only be connected and disconnected by the authorised contractual partner.

Internet and Communications Infrastructure

Please refer to page 15 of [the technical document](#).

Rooms at the venue are wired with communications and data connections as standard, as well as with a Wireless Local Area Network (WLAN) across the whole premises. The wireless data transfer WLAN technology is compliant with IEEE WLAN standards. The frequency range for WLAN does not require a license, so is also used for other purposes.

16. Access and Crowd-Flow Routes/ Emergency Service Access Routes

Please refer to page 17 of [the technical document](#).

During the assembly and dismantling periods, materials required for temporary structures and exhibits delivered for immediate display or use at the booth space can be stored temporarily on the edges of the escape and emergency routes, as long as they do not compromise the prescribed gangway safety widths or logistical considerations to any significant degree. Spaces for emergency exits and access route intersections must remain clear of objects at all times. Crowd-flow routes must not be used as places to set up assembly workshops or machines (such as wood-working machines, workbenches etc.).

Only stable and immobile furnishing and fittings may be used to demarcate booth borders, and nothing can be used that can be easily lifted or dragged out of position.

17. Stages/Grandstands/Galleries/ Podiums/Daises

Please refer to page 19 of [the technical document](#).

All structures designed to support the weight of people, such as podiums, stages and grandstands etc., must be proven to be capable of bearing a load of at least 5 kN/ m², to be stable and to be safe for use.

All wooden parts of the podium must be planed and made as non-combustible as possible with a suitable flame retardant substance. Stages intended for use by people, with a drop to the floor of in excess of 80 cm, must be fitted around the open edges with a firm and stable banister or barrier of at least 1 m in height. For stages to be used for performances or presentations, the edges facing spectators can be bordered with floral decorations etc. Suitable measures, such as bannisters, handrails and barriers (wave-breakers), can be used to ensure no unauthorised individuals are able to mount the podium or stage.

Fall Prevention Measures

Please refer to page 20 of [the technical document](#).

Generally accessible surfaces that are immediately adjacent to lower surfaces more than 0.40 m lower, must be made safe with fall prevention features. These features must be either completely stable bannisters or railings of at least 1 m in height. Horizontal bars across these structures are not permitted. The gap between vertical bars must not exceed 12 cm. Instead of vertical bars, the surface providing protection from falling can be made of unbreakable safety glass. Any small height difference that could cause tripping must be clearly marked. Measured from the front edge of each step, or point of contact to ramps and gangways, headroom must be at least 2.10 m.

Steps & Stairways

Please refer to page 20 of [the technical document](#).

If there are steps up to a stage or podium, they must not be more than 18 cm high and the front-to-back step space must not be less than 26 cm. Sets of two or more steps accessible to visitors must be secured with firm and sturdy handrails at both sides that do not end abruptly.

Handrails must be mounted at a height of 85 cm to 90 cm. Exceptions are permitted for handrails at the upper end of a fall prevention fixture which can be at up to 1.10 m above

the floor. The handrails must continue beyond the ends of the staircase. Individual steps that are structurally unavoidable must be clearly marked and highlighted with items such as yellow markings or light strips that work independently of mains power. Staircases and steps only used for display purposes, must be marked as clearly off limits to unauthorised individuals.

Ramps

Please refer to page 20 of [the technical document](#).

The top-to-bottom gradient must not exceed 10%. The following requirements apply to barrier-free ramps:

- The top-to-bottom gradient must not exceed 6%
- Ramps are not permitted to slope from side to side
- Ramps must be equipped with hand rails and wheel deflectors
- Handrails must extend beyond the beginning and end of the ramp by 30 cm, and off to the side if necessary
- At the beginning and end of a ramp there must be horizontal surfaces of at least 1.20 m in length.

Ramps of more than 10 m in length are not permitted.

The access width along the ramp must be a minimum of 1.20 m, this width must not be compromised by handrails by more than 10 cm on each side.

18. Vehicles on Premises

Please refer to page 23 of [the technical document](#).

There is a general ban on driving into the halls without prior permission. RMW must be contacted to apply for an exceptional temporary permit. Drivers accept liability for ensuring there is enough headroom for safe entry. It is forbidden to park commercial or delivery vehicles in the halls. Engines must be switched off during unloading and loading.

[Waiting and Parking](#)

Please refer to page 23 of [the technical document](#).

In general, parking is forbidden anywhere on the premises with the exceptions of parking facilities and spaces reserved for long-stay parkers (more than 14 days). For the purpose of delivering exhibits and for unloading and loading materials for events, 'waiting' is permitted as defined in the provisions of StVO legislation. Once un/loading has been completed, vehicles must leave the premises immediately, or be moved to one of the parking areas designated by/rented by the organiser.

19. Transport and Storage Logistics

Please refer to page 24 of [the technical document](#).

The operation of cranes, forklift trucks and other loading and unloading devices is only to be conducted by RMW's authorised contractual partner for logistics services. Service provision can be arranged with the above partner directly.

For safety reasons, use of a company's own forklift trucks is not permitted. The use of electrically-powered pallet trucks to transport goods on single-level floors is only permitted in halls A to D. Manual pallet trucks must be fitted with solid rubber wheels to protect the floors. The storage of empty bottles and all kinds of combustible substances and materials is forbidden on and off the booths.

All 'empties' must be removed immediately and can, on request, be stored by the authorised contractual partner. The logistics partner is responsible for calculating and submitting offers for customs procedures required for items to be imported temporarily or on a permanent basis.

20. Catering

Please refer to page 25 of [the technical document](#).

The right to provide restaurant, bar and catering services is reserved solely for authorised contractual partners. Exceptions must be explicitly granted in writing by RMW.

21. Environmental Protection

Please refer to page 29 of [the technical document](#).

RX is committed to the protection of, and prevention of damage to, the environment. Waste production, energy consumption and harmful emissions must be reduced to an absolute minimum via the sparing and environmentally benign use of resources. The correct and environmentally friendly disposal of waste, dirty water, sewage and gas emissions is the responsibility of each respective legal entity causing the said waste, dirty water, sewage or gas exhaust – in accordance with the respective legislative and regulative provisions and stipulations.

[Hazardous and bulky waste](#)

Please refer to page 29 of [the technical document](#).

As a rule, unavoidable waste, recyclables and remnants are to be removed and disposed of immediately, or stored for disposal in suitable containers and correctly disposed of. No waste not created as a direct consequence of the event in question, not caused by the assembly or dismantling of temporary structures, or materials not required for purposes of the event in question, may be brought onto the property.

All waste, recyclables and remnants created during the event must be removed and disposed of regularly, and by the end of the evening of every day of the event at the latest.

[Cleaning](#)

Please refer to page 30 of [the technical document](#).

Booth cleaning must be organised by each booth tenant. Cleaning procedures must be completed prior to trade fair and event opening times. If there is a justified reason to doubt a booth has been suitably cleaned, the organiser shall be entitled to order cleaning to be carried out by a cleaning company of the organiser's choice, and at the expense of the exhibitor. The required booth cleaning service can be booked via RMW.

22. Work Safety

Please refer to page 33 of [the technical document](#).

The work safety rules and industry regulations of every sector involved apply on the entire premises. Attention must be paid to ensuring sufficient and required safety clothing is worn, and that the duty to wear a helmet (if applicable) is adhered to, particularly during assembly and dismantling periods.

ESTRO



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