ESTRO ANNUAL CONGRESS

Exhibitor’s Manual

Technical Rules and Regulations

(23/03/2020)
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GERSTNER CATERING (exclusive partner)
Andrea Jann
T +43 1 316 65-2420
+43 6 768 49 516 420
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Geert Frere
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**Shipping Guidelines**
**Material Handling & Freight Information**
**Stand Contractor Form**
**Unloading-Reloading Form**

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Order Link: https://bit.ly/2NFkgZS

**To have access to STANDOut's Online Exhibitor Shop, click on the link provided above and then click “Request Access”. After signing-up with your company/billing details, you will receive your activation email within 2-3 working days.**
## KEY DATES

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Dates</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress</td>
<td>23 October 2019</td>
<td>Early Submission of abstracts</td>
</tr>
<tr>
<td></td>
<td>15 January 2020</td>
<td>Late Submission of abstracts</td>
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<tr>
<td></td>
<td>31 July - 4 August 2020</td>
<td>ESTRO Annual Congress 2020</td>
</tr>
<tr>
<td>Registration</td>
<td>14 January 2020</td>
<td>Early Registration</td>
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<td>15 July 2020</td>
<td>Late Registration</td>
</tr>
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<td>Exhibition</td>
<td>10 September 2019</td>
<td>Booking corporate gold members</td>
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<tr>
<td>Booking</td>
<td>17 September 2019</td>
<td>Booking corporate members</td>
</tr>
<tr>
<td></td>
<td>30 September 2019</td>
<td>Booking non-members</td>
</tr>
<tr>
<td></td>
<td>22 June 2020</td>
<td>Booth designs to be submitted to ESTRO</td>
</tr>
<tr>
<td></td>
<td>27 July-30 July 2020</td>
<td>Build-up (08:00-22:00)</td>
</tr>
<tr>
<td></td>
<td>31 July 2020</td>
<td>Build-up (08:00-12:00)</td>
</tr>
<tr>
<td></td>
<td>3 August 2020</td>
<td>Dismantling (17:00-00:00)</td>
</tr>
<tr>
<td></td>
<td>4- 5 August 2020</td>
<td>Dismantling (08:00-22:00)</td>
</tr>
<tr>
<td>Satellite</td>
<td>1 June 2020</td>
<td>Proposed program to be submitted to ESTRO</td>
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<tr>
<td>Symposia</td>
<td>10 June 2020</td>
<td>Receipt of final program for inclusion in Exhibitor Directory</td>
</tr>
<tr>
<td>Advertising</td>
<td>4 June 2020</td>
<td>Company Logo for inclusion in the app and Exhibitor Directory</td>
</tr>
<tr>
<td></td>
<td>4 June 2020</td>
<td>Advertisement for Exhibitor Directory</td>
</tr>
<tr>
<td></td>
<td>2 July 2020</td>
<td>Artwork for on-site advertising</td>
</tr>
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1. Access to the venue

How to reach Messe Congress Center:

Reed Messe Wien
(Entrance D)
Trabrennstraße 7
A-1020, Vienna, Austria

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 D.
U2: Krieau

The Vienna International Airport is only 20 minutes away by taxi. The airport bus also takes you to Messe Wien (Foyer D) in 30 minutes.
2. Maps and floorplan

2.1. Venue general Overview
2.2. Exhibition floorplan
2.3 Technical Floorplan
3. Access to the exhibition hall

ESTRO Annual Congress will take place in Hall B, between Friday 3 April and Tuesday 7 April.

3.1. 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.

3.1.1 Dates of build-up*

27 July Monday  08:00-22:00 *(Early build-up day for booths = or >100 sqm only.)
28 July Tuesday  08:00-22:00
29 July Wednesday 08:00-22:00
30 July Thursday  08:00-22:00
31 July Friday  08:00-12:00
(Booth construction must be completed and empty packaging to be removed from the hall on 31 July at 12:00)

3.1.2 Dates of break-down*

3 August Monday  17:00-00:00
4 August Tuesday  08:00-22:00
5 August Wednesday 08:00-22:00

*The build-up hours can be extended with an extra cost of €350 per hour and they are subjected to the prior written approval of ESTRO.

3.2 Use of Extra Space During Build-up

If exhibitors need to use extra space during build-up to store their materials/crates, these requests should be addressed to both ESTRO and KRISTAL Logistics:
hyilmaz@estro.org
Geert@kristal-logistics.com

The cost for occupying extra space in the exhibition area during build-up is **1500€/day.** The availability of space cannot be guaranteed.

3.3 Exhibition Opening Times

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 July Friday</td>
<td>18:30-20:30</td>
<td>(The exhibition opens to the public with the Networking Evening)</td>
</tr>
<tr>
<td>1 August Saturday</td>
<td>09:00-18:00</td>
<td>(The exhibitors can have access to the Hall as of 07:00 am)</td>
</tr>
<tr>
<td>2 August Sunday</td>
<td>09:00-18:00</td>
<td>(The exhibitors can have access to the Hall as of 07:00 am)</td>
</tr>
<tr>
<td>3 August Monday</td>
<td>09:00-17:00</td>
<td>(The exhibitors can have access to the Hall as of 07:00 am)</td>
</tr>
</tbody>
</table>
4. 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.

4.1 Truck driving bans in Austria

**Weekend driving ban:**
This applies throughout Austria from Saturday, 3 p.m., to Sunday, 10 p.m., and on public holidays from midnight until 10 p.m. It applies to
- Lorries with trailers, if the maximum permissible weight (mpw) of the lorry or the trailer is more than 3.5 t.
- Lorries, articulated lorries and self-propelled agricultural machines with an mpw of more than 7.5 t.

**General night-time driving ban:**
This applies on all Austrian roads for heavy goods vehicles with more than 7.5 t mpw between 10 p.m. and 5 a.m.
4.2 Parking

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

The following links might help you find truck parking around Vienna:
https://www.asfinag.at/traffic/hgv-bus/parking-information/
https://app.truckparkingeurope.com

5. Registrations

5.1. Exhibitors pre-registration

Exhibitors pre-registration can be made via email to the ESTRO office (hyilmaz@estro.org) as of 2 March 2020.

On 2 March, 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 80€ (excl. VAT) for ESTRO corporate members and 100€ (excl. VAT) for non-corporate members.

5.2. 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 (100€ excl. VAT – valid for the day of purchase) to access the exhibition hall.

6. Collection of Exhibitors’ badges

The collection of all exhibitors pre-registered badges must be made onsite by one single company representative appointed by the company and whose name has been communicated to ESTRO. This company representative is requested to collect all exhibitors’ badges at once.

All exhibitors’ badges can be collected at the registration desk located in the registration area. (Foyer D)

Collection of the badges can be made on the following date and times:

- **29 July Wednesday** 14:00-18:00 (Reserved for Corporate Members only)
- **30 July Thursday** 07:00-18:00 (Reserved for Corporate member only until 15:00)
- **31 July Friday** 07:00-19:00
- **1 August Saturday** 07:00-18:00
- **2 August Sunday** 07:00-18:00
- **3 August Monday** 07:00-17:00
7. Payments of Exhibitors’ badges

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

8. Types of badges

8.1. 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.

8.1.1. 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.

**Until 17 July:**
Cost per badge (excl. VAT): The cost for regular pre-registered exhibitor's badges is 80€ for ESTRO corporate members and 100€ for non-corporate members.

**After 17 July and for all onsite orders:**
The cost for the regular exhibitor's badges is 100€ for ALL exhibitors.

8.1.2. 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

Cost per badge (excl. VAT): The cost for full exhibitor's badge is 435€ for ESTRO corporate members and 735€ for non-corporate members.

8.1.3. 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:
### 8.2. 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): 100€**  
The visitor's badge must be purchased onsite at the registration desk and can be renewed from day to day.

### 9. Space rental – Rates

#### 9.1. Floor space only

Location: Exhibition hall.  
The cost (excl. VAT) for floor space only is **500€/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.*

#### 9.2. Floor space + modular shell scheme structure

Location: Exhibition hall.  
The cost (excl. VAT) for floor space and modular shell scheme is **600€/sqm**.

The modular shell scheme package offered by ESTRO includes:  
- White modular bilaminated panels with natural aluminum frame h.250cm  
- Dark grey carpet tiles  
- Fascia board with company name  
- Booth number (paper)  
- 1 LED spotlights on electric rail per 4 sqm  
- 1 triple socket  
- 1,1kW main power connection  
- Basic cleaning  
- Structural build-up + 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
- Daily cleaning

*The minimum renting surface is 18 sqm for pharmaceutical companies.

9.3 Start-up Village

Location of the booth: Exhibition area
Special discounts are offered to companies meeting the following definition of start-up: **Company which has been in business less than 5 years and has fewer than 10 employees.**
The special cost (excluding VAT) for start-up village is **1500€.**

The start-up package offered by ESTRO includes:
- One-sided light boxes*
- 1 table
- 2 chairs

+ 2 complimentary exhibitor’s badges
+ complimentary coffee break (am and pm)
+ visibility in the online Exhibitor Directory+ congress app (including the company logo)

*All the artwork files that will be displayed on the one-sided light boxes should be sent to hyilmaz@estro.org
The dimensions for the light boxes are: 100X200cm and the artwork should be sent as high-resolution PDF’s (150 DPI)
Not included:
- Wi-Fi / Internet
- Furniture / material / services not included in the standard package
- Daily cleaning

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
Andrea Jann
jann@gerstner.at

-Equipment and Stand Construction
STANDout
wien@standout.eu
*All stand construction related orders can be made via STANDout's online shop.

-Internet
Kapsch
*All internet orders can be made via the link here:
http://www3.kapsch.net/forms/Messen.aspx?LANG=EN&ME_ID=428

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.

10.1 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 is the rules and regulations.

10.1.1 Available Slots and Rates

- **Friday 31 July 2020**
  During lunch break
  Exclusive Slot*  
  13:00-14:00
  €15,000

- **Saturday 1 August 2020**
  13:00-14:00
  €15,000

- **Sunday 2 August 2020**
  13:00-14:00
  €15,000

- **Monday 3 August 2020**
  13:00-14:00
  €15,000

*The exclusive satellite symposium slot on Friday is reserved for pharmaceutical companies only.
10.1.2 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 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)

<table>
<thead>
<tr>
<th>Location</th>
<th>Room Name</th>
<th>Date</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Area</td>
<td>Lehar 1-2-3</td>
<td>Sat 1-Mon 3 August</td>
<td>700</td>
</tr>
<tr>
<td></td>
<td>Lehar 4</td>
<td></td>
<td>170</td>
</tr>
<tr>
<td></td>
<td>Strauss 1</td>
<td></td>
<td>370</td>
</tr>
<tr>
<td></td>
<td>Strauss 2</td>
<td></td>
<td>370</td>
</tr>
<tr>
<td></td>
<td>Schubert 4-5-6</td>
<td></td>
<td>750</td>
</tr>
</tbody>
</table>

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

In addition to the basic satellite symposium package that comes with the booking of the rooms, we offer 7 additional branding and AV packages:

1. **Package 1-SOUND Package (2200€)**
   - 3x head-set-mike & 3x wireless HandHeld-mike c/w stand
   - MP3-sound-recording
   - 1x sound-tech

2. **Package 2-VISUAL-STANDALONE Package (2500€)**
   - 1x seamless-switcher with 4x HDMI-connections (for 4 external laptop @ AV-control-desk) & 4-set intercom
   - DSAN cuelight wireless & DSAN CountDown with 2x displays (at lectern and at toptable)
   - 1x visual-tech

3. **Package 3-RECORDING Package (1750€)**
   - 1-cam-recording (PPT & speaker at lectern only)

4. **Package 4-RECORDING Package (3000€)**
   - 3-cam-recording (PPT & 3x operated cameras with edited recording)

5. **Package 5-LECTERN BRANDING DIGITAL (500€)**
   - 42in LCD display
   - portrait-style 1920 pixels H by 1080 pixels W
6. **Package 6- 4pax TOP-TABLE BRANDING DIGITAL (750€)**
   - 2x 42in LCD display (2x identical image)
   - landscape-style 1080 pixels H by 1920 pixels W

7. **Package 7-PULL-UP BANNER on stage OR at main entrance door (200€)**
   - pull-up banner 85cm W by 200cm H ; 1-sided print

8. **Package 8-REHEARSAL SLOT (750€)**
   45min rehearsal-slot : 11h45-12h30 (immediately before access-time 12h30)
   exception : IND # 8 : rehearsal at 06h30-07h15 same day
   includes room-AV-techs & extra techs of packages 1,2,3

10.1.3 **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.

10.1.4 **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.

10.1.5 **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.

10.1.6 **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.

10.1.7 **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.

### 10.1.8 Food and beverage

All catering related to the satellite symposium session must be organized and ordered to ESTRO. The “Lunch Box Order Form” is available [here](#).

Price per lunch box: **25€** (excl. VAT)

### 10.1.9 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.

### 10.2 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 (Presidential Dinner, Super Run and After Dinner Party)

- Networking Evening - Friday, 31 July 2020 at 18:30
- Presidential Dinner - Saturday, 1 August 2020 at 19:30
- Super Run - Sunday, 2 August 2020 at 19:00

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.
10.3 Meeting Rooms

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Room name</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor +1 (mezzanine exhibition)</td>
<td>Galerie 1</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 2</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 3/4</td>
<td>50 30 30</td>
</tr>
<tr>
<td></td>
<td>Galerie 5/6</td>
<td>50 30 30</td>
</tr>
<tr>
<td></td>
<td>Galerie 7</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 8</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 13</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 14</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 15</td>
<td>30 20 20</td>
</tr>
<tr>
<td></td>
<td>Galerie 16</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 17</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 18</td>
<td>30 20 20</td>
</tr>
<tr>
<td></td>
<td>Galerie 19</td>
<td>13 10 10</td>
</tr>
<tr>
<td></td>
<td>Galerie 20</td>
<td>13 10 10</td>
</tr>
<tr>
<td>Floor+1</td>
<td>Business Suite 1</td>
<td>30 20 28</td>
</tr>
<tr>
<td></td>
<td>Business Suite 2</td>
<td>30 16 20</td>
</tr>
<tr>
<td></td>
<td>Business Suite 3</td>
<td>27 16 24</td>
</tr>
<tr>
<td></td>
<td>Business Suite 4</td>
<td>30 20 24</td>
</tr>
</tbody>
</table>

The rooms can be rented for ½ day (€ 1,000) or a full day (€ 2,000).
All rooms come equipped with screen and beamer. Catering can be ordered via:

Elena Giusti
T +32 (0) 2 775 90 16
M egiusti@estro.org

10.4 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 65 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 July 2020. The files require the written approval of ESTRO before being printed.

All the advertising options mentioned in “11.1 Advertising” and most of the “onsite advertising options” are also offered for the World Congress of Brachytherapy, which will take place on 2-4 April at the same venue as ESTRO 2020. If you are going to take part in both Congresses, please note that if you book the same items for both “ESTRO 2020” and “World Congress of Brachytherapy 2020”, you will get a %25 discount on the second item.

11.1 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. If you book a set of items for ESTRO 2020 (at least 3 items or more listed below), you will get a %10 discount on the total amount to be paid.

<table>
<thead>
<tr>
<th>AREA</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards (quantity: 8000 units)</td>
<td>Display of your logo on the lanyards distributed to all participants, speakers and ESTRO representatives</td>
<td>€10.000+Production</td>
</tr>
<tr>
<td>Health corners in the exhibition hall</td>
<td>Display of your logo in the area where fruits and coffee are distributed and additional visibility by display of your logo on the coffee cups</td>
<td>€10.000+Production</td>
</tr>
<tr>
<td>Event App</td>
<td>Display of your logo on the install, welcome and intro screens of the ESTRO event app</td>
<td>€10.000</td>
</tr>
<tr>
<td>Wi-Fi</td>
<td>Display of your logo on the Wi-Fi landing page, physical displays on-site and in the program book</td>
<td>€10.000</td>
</tr>
<tr>
<td>Exhibitor Directory (digital)</td>
<td>Display of your advertisement in the key document on exhibition &amp; industry for all participants (available on the ESTRO website and via the ESTRO app)</td>
<td>€2.000</td>
</tr>
<tr>
<td>Programme Overview (physical)</td>
<td>Display of your logo on the handy guide to the congress, featuring both an overview of the programme and a venue map and distributed to all participants</td>
<td>€10.000</td>
</tr>
</tbody>
</table>
The venue also offers a wide range of options for on-site advertising. Please find the onsite advertising catalogue, indicating the exact location of each signage:

<table>
<thead>
<tr>
<th>AREA</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Registration Area</td>
<td>Outside Foyer D – 3,97 x 2,20m vinyl graphic on the side of the building</td>
<td>€2000+Production (per piece)</td>
</tr>
<tr>
<td></td>
<td>(6 pieces in total)</td>
<td></td>
</tr>
<tr>
<td>Registration Area</td>
<td>Option “a”- Foyer D – 3,6 m x 1,37 m vinyl graphic above entrance</td>
<td>€9,000+Production</td>
</tr>
<tr>
<td>Registration Area</td>
<td>Option “b”- Foyer D – 0,99 x 2,17 m vinyl graphic on the side of the building (8 pieces in total)</td>
<td>€350+Production (per piece)</td>
</tr>
<tr>
<td>Mall Area</td>
<td>Option “a”- Mall – 4,0 x 4,0m banner suspended above the walkway in the mall (double sided), position tbc</td>
<td>€3,000+Production (per piece)</td>
</tr>
<tr>
<td>Mall Area</td>
<td>Option “b”- Mall – 1,4 x 3,0m (WxH) banner suspended along the glass facade of the mall</td>
<td>€1,000+Production (per piece)</td>
</tr>
<tr>
<td>Mall Area</td>
<td>Option “c”- Mall–2,65x2,15m window sticker along the mall</td>
<td>€700+Production (per piece)</td>
</tr>
<tr>
<td>Mall Area</td>
<td>Option “d”- Mall – 5,5 x 1,02 m branding above walkway in mall (single sided)</td>
<td>€1,000+Production (per piece)</td>
</tr>
<tr>
<td>Miscellaneous positions</td>
<td>Branded cube seating (4 sides branded)</td>
<td>€250+Production (per piece)</td>
</tr>
</tbody>
</table>

11.2 Sponsoring

The ESTRO 2020 Annual Congress has two sponsoring opportunities: one focusing on a healthy lifestyle and the other one on providing young and upcoming companies with a platform to showcase their products and services to the global radiation oncology community.

11.2.1 Super Run

The ESTRO Annual Congress has a tradition of organizing a 5K run on Sunday afternoon during the congress, attracting over 600 participants every year and also drawing (local) media attention. There are two options to sponsor: an exclusive sponsorship at €30,000 or the possibility to partially sponsor (see the different options and prices below).

The possibility for exclusive sponsor is open till 30 September 2019. If no exclusive sponsor is found by that time, the different smaller sponsorship opportunities will be offered to the Industry Partners.

<table>
<thead>
<tr>
<th>SPONSORSHIP ITEM</th>
<th>VISIBILITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runner’s Shirt (max 5 sponsors)</td>
<td>Company logo displayed on the runner's t-shirt (600 units)</td>
<td>€2,000+Production</td>
</tr>
<tr>
<td>Runner’s bag (max 5 sponsors)</td>
<td>Company's logo displayed on runner's bag and on distribution post (600 units)</td>
<td>€2,000+Production</td>
</tr>
</tbody>
</table>
### Goodies in the bag (max 5 sponsors)
- Display of your logo on goodies distributed to all runners
  - Cost: €2,000+Production

### Drinks/fruits/cereals distributed after the Run (max 5 sponsors)
- Company’s logo displayed on the sponsored item and on a banner in distribution area
  - Cost: €2,000+Production

### Starting Line (max 3 sponsors)
- Display of the company logo on the start/finish line
  - Cost: €5,000+Production

### 11.2.2 The Stage
The Stage is an initiative launched during the Annual Congress in 2018. It's a low height but fully equipped stage in the exhibition space, offering a platform to both young health care specialists and start-up companies to "raise their voice". Sessions are programmed during coffee breaks and lunch sessions. These are very short sessions (15 minutes maximum), requiring the presenter to pitch her/his message. The sessions are not part of the official Scientific Programme but will be promoted via different on-line channels and of course by the presenters themselves.

The sponsor of The Stage ("powered by") will get branding visibility by display of the company's logo in the area of The Stage and will be mentioned in the schedule of The Stage, available via the ESTRO website and ESTRO event app. In order to guarantee maximal brand visibility, sponsorship will be exclusive and comes at € 20,000.

### 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.
- 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).

### 12.1 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 22 June 2020. Booth design and structural plans will be valid once the Exhibitor has received the written approval from ESTRO.
12.2 Types of Booths

12.2.1 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.

12.2.2 Corner booth
A corner booth is an exhibition space with one mandatory wall and three 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.

12.2.3 Two-walled booth
A two-walled booth is an exhibition space with two 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.

12.2.4 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.

12.2 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.

12.3 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 Reed Messe Wien GmbH

For Reed Messe Wien GmbH technical regulations, please refer to:
13.1 Onsite Inspection by a Civil Engineer

For safety purposes, **all structures** which could endanger life and limb if improperly assembled need to be **inspected by a structural engineer** licensed to practice in Austria during exhibition set-up. **All the exhibitors have to make sure that they have all the necessary documentation for this inspection.**

Structures that will be inspected are:

1. All overhead structures, i.e. all structures suspended from the ceiling, roof, suspension points, etc., with the exception of fabric decorations which would not endanger life and limb in the event of collapse.
2. All stands with an accessible level higher than 40 cm above hall finished floor level (FFL).
   - Exception: Surfaces consisting of approved platform elements with an approved distributed load of at least 500kg/m² and a maximum height of 80cm.
3. All exhibition stands and truss structures with a constructed area of over 25m² and a height of over 4m.
4. All exhibition stand and truss structures with a constructed area of less than 25m² and a height of less than 4m where the aspect ratio of the floor area of the stand to the height is greater than 1:3, even if this only applies to one relevant side (danger of tipping over).
5. All free-standing uprights, e.g. truss uprights on steel plinths with lighting rigging that are over 2.5 m high, where they would endanger life and limb if they tipped over. The same applies to free-standing pillars and similar structures.
6. All free-standing single walls that are not adequately secured by the use of suspension points, where tipping over would endanger life and limb.
7. All structures, the erection of which calls for an extensive knowledge of structural engineering.
8. All structures for which the licensing authority requires an individual acceptance report.

**All other constructions that do not fall into those categories still have to be built in a stable manner and must be state of the art.**

During the inspection construction plans, certification of the structural elements, truss spreadsheets etc., as well as static calculations for free standing elements and multi-storey stands must be presented to the civil engineer upon request.

The constructions and their calculations have to align with the European Norm EN13814 - Fairground and amusement park machinery and structures – Safety (in their currently valid version).

**All exhibitors therefore need to have the documentation ready at the booth during set-up to be sure of a favorable report.**

13.2 Floor Loading

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

13.3 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: https://www.estro.org/getmedia/74dbabdb-6ae8-49f6-b965-116750f7e965/Multi-Storey-Stands.pdf.aspx;pdf
13.4 Rigging

Please refer to Reed Messe Wien's technical regulations: (Section 1.3.3 Rigging)

STANDOut is the exclusive partner for providing hanging points at the Messe Wien, which can be ordered via their online shop. Plans with positioning/heights/weights must be provided to STANDOut for rigging services.

14 Safety Regulations

Care must be taken to ensure that public safety and order, and in particular life and limb, are not endangered. Safety must be maintained at each stage of the construction life cycle (assembly, alterations and dismantling).

For safety regulations of Reed Messe Wien, please refer to: (section 1.4 Technical Safety Regulations)

15 Connections and Installations

Please refer to technical regulations of Reed Messe Wien: (Section 3 Connections and Installations)

Electricity and water orders can be made via STANDOut's online shop.

15.1 Electrical Installations

All electricity orders should be made via STANDOut from their online Exhibitor platform. Plans with positioning/heights/weights must be provided.

15.2 Internet Connection

Kapsch will be the official supplier for all Internet connections. The orders can be made via the link provided below:
http://www3.kapsch.net/forms/Messen.aspx?LANG=EN&ME_ID=428

16 Fire Protection

Fire safety equipment and other safety equipment, such as fire alarms, hydrants, smoke detectors, sprinkler systems and portable fire extinguishers, shall be kept free from obstructions and their operation must not be impaired so that they are clearly visible and identifiable, and remain fully functional at all times.