



ESTRO ANNUAL CONGRESS

Exhibitor's Manual

Technical Rules and Regulations

(06/02/2020)

ESTRO

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<https://expoxx.at/en/shop/account/login/>

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

*** 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

Aspect	Dates	Description
Congress	23 October 2019	Early Submission of abstracts
	15 January 2020	Late Submission of abstract
	3-7 April 2020	ESTRO Annual Congress 2020
Registration	14 January 2020	Early Registration
	3 March 2020	Late Registration
Exhibition Booking	10 September 2019	Booking corporate gold members
	17 September 2019	Booking corporate members
	30 September 2019	Booking non-members
Exhibition	17 February 2020	Booth designs to be submitted to ESTRO
	24 February 2020	Notification of acceptance/request for modifications
	30 March-2 April 2020	Build-up (08:00-22:00)
	3 April 2020	Build-up (07:00-12:00)
	6 April 2020	Dismantling (17:00-00:00)
	7-8 April 2020	Dismantling (08:00-22:00)
Satellite Symposia	10 February 2020	Proposed program to be submitted to ESTRO
	14 February 2020	Notification of acceptance/request for modifications/rejection
	27 February 2020	Receipt of final program for inclusion in Program Book
Advertising	17 February 2020	Company Logo for inclusion in the app and program book
	17 February 2020	Advertisement for Program Book
	5 March 2020	Artwork for on-site advertising

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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

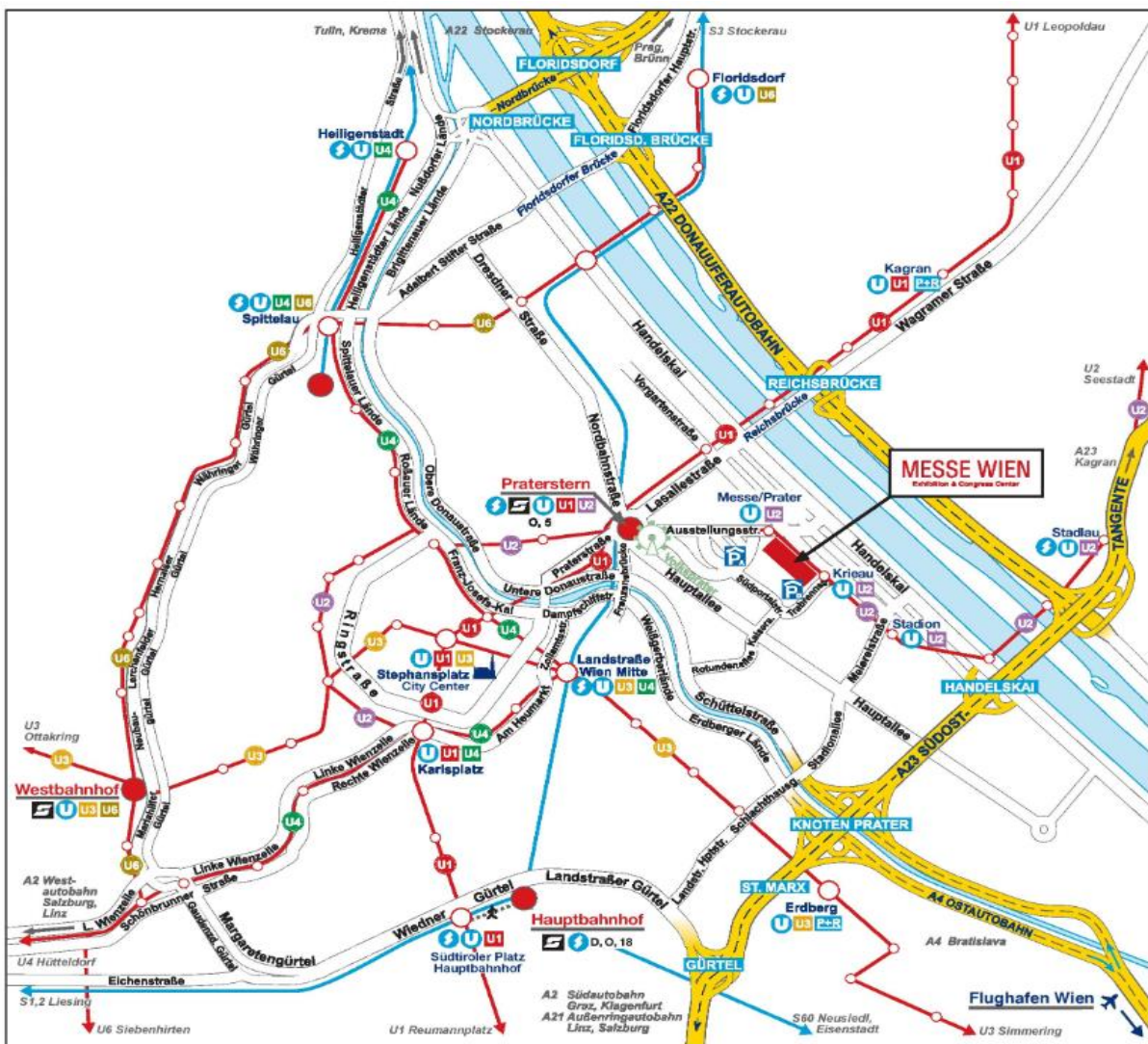
Messe Wien Exhibition & Congress Center is centrally located, yet close to Vienna’s famous Prater park and around the corner from the campus of the new Vienna University of Economics and Business, the Sigmund Freud Private University and the modern, green “Viertel Zwei” business and residential area.

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.



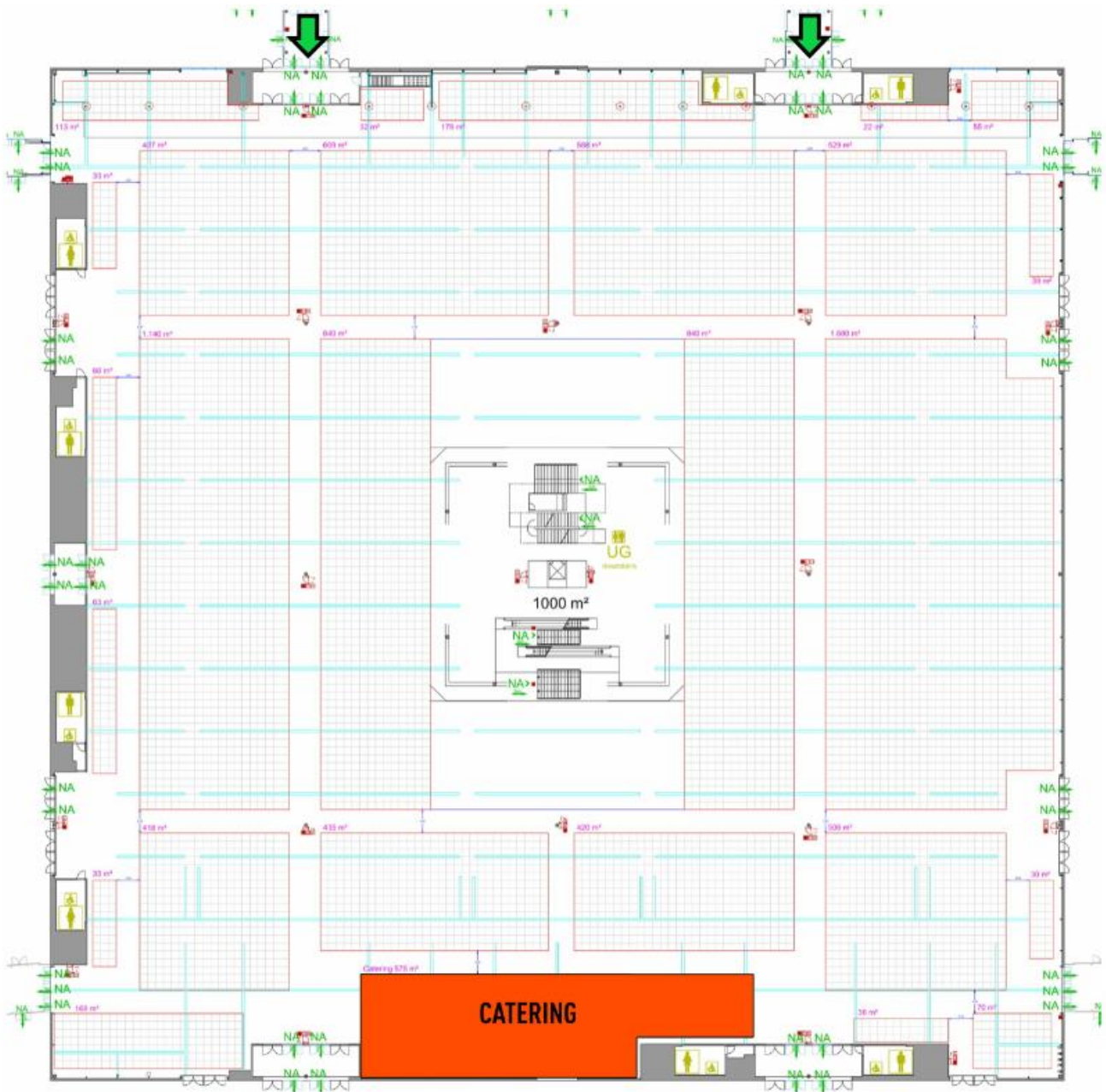
2. Maps and floorplan

2.1. Venue general Overview

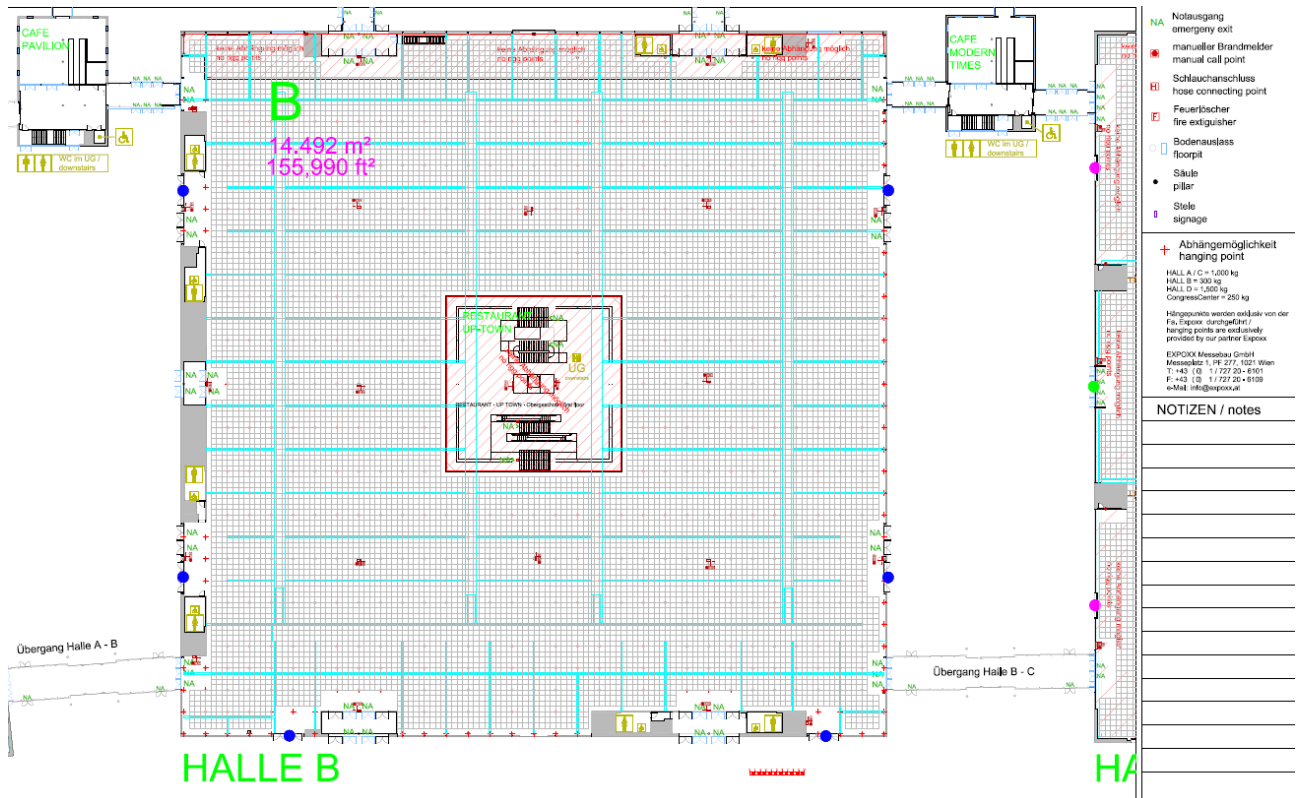
Venue overview:



2.2. Exhibition floorplan



2.3 Technical Floorplan



<p>MESSE WIEN EXHIBITION & CONGRESS CENTER</p> <p>Reed Messe Wien GmbH Messeplatz 1, Postfach 277 A-1021 Wien T: +43 (0) 1 727 20-0 F: +43 (0) 1 727 20-4709 E: info@messe.at</p>	<p>EXHIBITION CENTER</p>	<p>CONGRESS CENTER</p>	<p>HINWEIS ZU DEN MOBILEN TRENNWÄNDEN: Mit den vorhandenen Trennwänden im Congress Center können die Ställe Leihar und Strauss in maximal 8 Einheiten unterteilt werden. In den Hallen A und C stehen maximal 8 Trennwände zur Verfügung.</p> <p>PLEASE NOTE: With the number of partition walls in the Congress Center rooms Leihar and Strauss can be separated into maximum 8 units. In Hall A and C are only 8 partition walls available.</p>	<p>Raster / grid = 1x1m</p> <p>Transportiere / delivering gates</p> <ul style="list-style-type: none"> • Höhe/hight = 4,40m • Breite/width = 4,50m • Höhe/hight = 4,50m • Breite/width = 6,20m • Höhe/hight = 4,40m • Breite/width = 5,70m • Höhe/hight = 4,45m • Breite/width = 4,50m 	<p>Dieser Plan ist urheberrechtlich geschützt. Sämtliche Verwertungsrechte liegen bei Reed Messe Wien GmbH. Jede nicht genehmigte Vervielfältigung dieses Plans (einschließlich Vervielfältigung oder elektronischer Kopie) oder die Vervielfältigung dieses Plans als Vorlage für die Erstellung geladener Pläne ist die rechtswidrige Eingriffe in ein Handels- Urheberrecht verstoß und kann neben strafrechtlichen Folgen auch Urheberrechts-, Schadensersatz- und Wettbewerbsverstoßungen nach sich ziehen.</p> <p>This plan is copyright protected. Reed Messe Wien GmbH owns all rights of use and exploitation. Any unauthorized use (e.g. to produce printed or electronic copies, or to use as model plan) constitutes breach of copyright and will result in legal action with consequences which may, apart from criminal proceedings, include injunctions and claims for damages.</p>
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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*

30 March Monday	08:00-22:00	(Early build-up day for booths = or >100 sqm only.)
31 March Tuesday	08:00-22:00	
1 April Wednesday	08:00-22:00	
2 April Thursday	08:00-22:00	
3 April Friday	07:00-12:00	

(Booth construction must be completed and empty packaging to be removed from the hall on 3 April at 12:00)

3.1.2 Dates of break-down*

6 April Monday	17:00-00:00
7 April Tuesday	08:00-22:00
8 April 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*

3 April Friday	18:30-20:30 (The exhibition opens to the public with the Networking Evening)
4 April Saturday	09:00-18:00 (The exhibitors can have access to the Hall as of 07:00 am)
5 April Sunday	09:00-18:00 (The exhibitors can have access to the Hall as of 07:00 am)
6 April Monday	09:00-17:00 (The exhibitors can have access to the Hall as of 07:00 am)

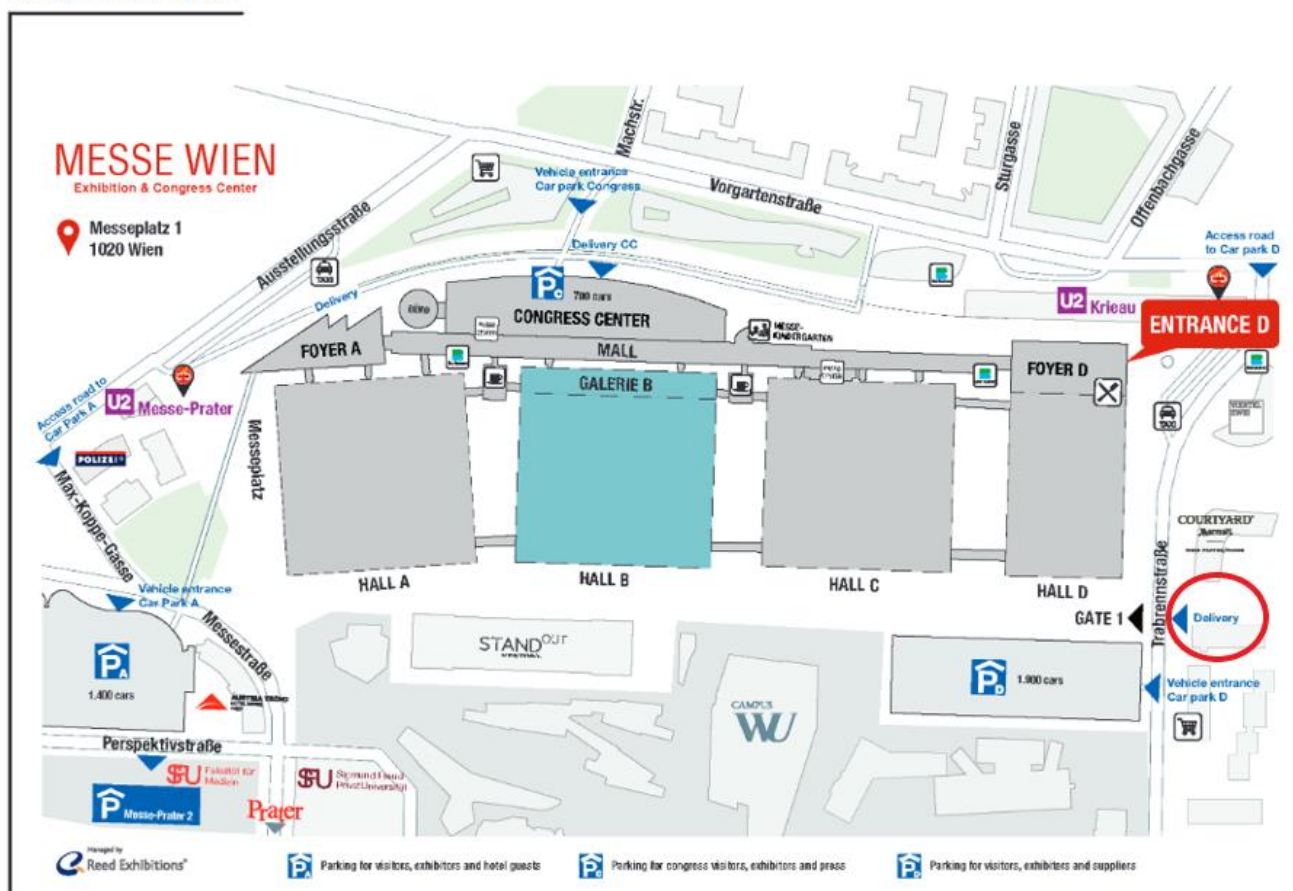
4. Access for Deliveries

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.

Venue overview:



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)

**The possible dates and times for the collection of exhibitor badges will be announced closer to the event.*

7. 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**.

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 20 March:

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 20 March 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:

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

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
- 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*



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 in the rules and regulations.

10.1.1 Available Slots and Rates

-Friday 3 April 2020
 During lunch break
 Exclusive Slot*

-Saturday 4 April 2020
 13:00-14:00
 €15.000

-Sunday 5 April 2020
 13:00-14:00
 €15.000

-Monday 6 April 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)

Location	Room Name	Date	Capacity
Conference Area	Lehar 1-2-3	Sat 4-Mon 6 April	700
	Lehar 4		170
	Strauss 1		370
	Strauss 2		370
	Schubert 4-5-6		750

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, 3 April 2020 at 18:30
- Presidential Dinner - Saturday, 4 April 2020 at 19:30
- Super Run - Sunday, 5 April 2020 at 19:00
- After-Dinner Party - Monday, 6 April 2020 at 21:30

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:

Location	Room name	Capacity		
		Theatre	Boardroom	Banquet
Floor +1 (mezzanine exhibition)	Galerie 1	13	10	10
	Galerie 2	13	10	10
	Galerie 3/4	50	30	30
	Galerie 5/6	50	30	30
	Galerie 7	13	10	10
	Galerie 8	13	10	10
	Galerie 13	13	10	10
	Galerie 14	13	10	10
	Galerie 15	30	20	20
	Galerie 16	13	10	10
	Galerie 17	13	10	10
	Galerie 18	30	20	20
	Galerie 19	13	10	10
	Galerie 20	13	10	10
Floor+1	Business Suite 1	30	20	28
	Business Suite 2	30	16	24
	Business Suite 3	27	16	24
	Business Suite 4	30	20	24

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."

10.5 Unveiling Ceremonies

Product unveiling ceremonies planned by the Exhibitors will be scheduled **during the Networking evening**.

Conditions for holding the activity:

- Prior approval of the project by ESTRO
- Location of activity: on the Exhibitor's booth
- Duration of activity: maximum 7 minutes (=1 slot)
- Number of slots available: 6 slots (no more than one slot per company or booth)
- Booking of slots: on a first-come, first-served basis

PRESS coverage: Companies are encouraged to set up a press tour via their PR agencies. ESTRO can facilitate interviews for journalists invited by the industry.

11. Onsite Advertising and Sponsoring

All onsite advertising and sponsoring artwork files should be sent to hyilmaz@estro.org by **3 February 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.

AREA	DESCRIPTION	PRICE
Lanyards (quantity: 8000 units)	Display of your logo on the lanyards distributed to all participants, speakers and ESTRO representatives	€10.000+Production
Health corners in the exhibition hall	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	€10.000+Production
Event App	Display of your logo on the install, welcome and intro screens of the ESTRO event app	€10.000
Wi-Fi	Display of your logo on the Wi-Fi landing page, physical displays on-site and in the program book	€ 10.000
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

Stage Presentation Slot	<i>Opportunity to present on the ESTRO Stage located in the center of the exhibition hall. Display of the stage program in the "Exhibitor Directory" on ESTRO website and app including the company name, presentation title, booth no. & logo</i>	€ 2.500
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Programme Overview (physical)	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	€ 10.000
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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:

AREA	DESCRIPTION	PRICE
Outside Registration Area	Outside Foyer D – 3,97 x 2,20m vinyl graphic on the side of the building (6 pieces in total)	€2000+Production (per piece)
Registration Area	Option "a"- Foyer D – 3,6 m x 1,37 m vinyl graphic above entrance	€9.000+Production
Registration Area	Option "b"- Foyer D – 0,99 x 2,17 m vinyl graphic on the side of the building (8 pieces in total)	€350+Production (per piece)
Mall Area	Option "a"- Mall – 4,0 x 4,0m banner suspended above the walkway in the mall (double sided), position tbc	€3.000+Production (per piece)
Mall Area	Option "b"- Mall – 1,4 x 3,0m (WxH) banner suspended along the glass facade of the mall	€1.000+Production (per piece)
Mall Area	Option "c"- Mall–2,65x2,15m window sticker along the mall	€700+Production (per piece)
Mall Area	Option "d"- Mall – 5,5 x 1,02 m branding above walkway in mall (single sided)	€1.000+Production
Miscellaneous positions	Branded cube seating (4 sides branded)	€250+Production (per piece)

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.

SPONSORSHIP ITEM	VISIBILITY	PRICE
Runner's Shirt (max 5 sponsors)	Company logo displayed on the runner's t-shirt (600 units)	€2000+Production
Runner's bag (max 5 sponsors)	Company's logo displayed on runner's bag and on distribution post (600 units)	€2.000+Production
Goodies in the bag (max 5 sponsors)	Display of your logo on goodies distributed to all runners	€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	€2.000+Production
Starting Line (max 3 sponsors)	<i>Display of the company logo on the start/finish line</i>	€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 **17 February 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:

https://www.estro.org/getmedia/826548b0-4dce-465d-8e28-98b09c261393/Technical-Regulations_Messe-Wien.pdf.aspx;.pdf

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*)

https://www.estro.org/getmedia/826548b0-4dce-465d-8e28-98b09c261393/Technical-Regulations_Messe-Wien.pdf.aspx:.pdf

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*)

https://www.estro.org/getmedia/826548b0-4dce-465d-8e28-98b09c261393/Technical-Regulations_Messe-Wien.pdf.aspx:.pdf

15 Connections and Installations

Please refer to technical regulations of Reed Messe Wien: (*Section 3 Connections and Installations*) https://www.estro.org/getmedia/826548b0-4dce-465d-8e28-98b09c261393/Technical-Regulations_Messe-Wien.pdf.aspx;.pdf

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**.

For Fire Protection Regulation, please refer to the technical guide of Reed Messe Wien: (*Section 4. Fire Protection*) https://www.estro.org/getmedia/826548b0-4dce-465d-8e28-98b09c261393/Technical-Regulations_Messe-Wien.pdf.aspx;.pdf