



# **ESTRO ANNUAL CONGRESS**

Exhibitor's Manual

Technical Rules and Regulations

(22/06/2021)

**ESTRO**

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### ❖ **All Services Offered by IFEMA**

- Electrical services
- Water and Compressed Air connections
- Telecommunications (Phone, Cable, Internet Connections)
- WIFI Hotspots
- Parking
- Cleaning
- Rigging
- Other structural elements regarding certification
- Furniture
- Hostesses
- IT Equipment
- AV Equipment
- Stand graphics

*IFEMA will set up a personalized website for all exhibitor orders.*

Servifema  
M [servifema@ifema.es](mailto:servifema@ifema.es)  
T +34 91 722 3000.

## **KEY DATES**

<b>Aspect</b>	<b>Dates</b>	<b>Description</b>
Congress	27 August – 31 August 2021	ESTRO Annual Congress 2021
Exhibition Booking	20 October 2020	Booking corporate gold members
	27 October 2020	Booking corporate members
	12 November 2020	Booking non-members
Exhibition	12 July 2021	Booth designs to be submitted to ESTRO
	23-26 August 2021	Build-up (08:00-21:30)
	27 August 2021	Build-up (08:00-12:00)
	30 August 2021	Dismantling (17:00-00:00)
	31 August 2021	Dismantling (08:00-00:00)
	1 September 2021	Dismantling (08:00-21:30)
Satellite Symposia	28 June 2021	Proposed program to be submitted to ESTRO
Advertising	28 June 2021	Company Logo for inclusion in the app and Exhibitor Directory
	28 June 2021	Advertisement for Exhibitor Directory*
	19 July 2021	Artwork for on-site advertising

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

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

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## 1. Access to the venue

### How to reach IFEMA:

IFEMA – Feria de Madrid  
Avda. del Partenón, 5  
28042 Madrid  
<https://www.ifema.es/en>

Set against the backdrop of one of the most important business centers in the city, the Feria de Madrid venue is linked to Madrid's major arteries by means of a network of roads that provide easy access to the Fair. Furthermore, the Adolfo Suárez Madrid-Barajas Airport is barely a few miles away, which makes it accessible from every corner of the world. Attendants can also make use of public transport, particularly thanks to the vast Metro Madrid underground network, which links the venue to every point of the city.

### Metro

Metro Station Line 8 –Feria de Madrid: Nuevos Ministerios-Aeropuerto T4. The exit is opposite IFEMA's **South entrance**.

This line connects the venue to the different terminals of **Madrid-Barajas Adolfo Suárez airport**.

### Bus

Madrid's extensive bus network allows you to get to Feria de Madrid from anywhere in the city. There are two urban bus routes operated by the Municipal Transport Company (EMT):

**Line 73:** Diego de León - Feria de Madrid

**Line 112:** Mar de Cristal-Barrio del Aeropuerto

**Line 122:** Avenida de América-Feria de Madrid

Intercity buses: **Line 828:** Universidad Autónoma-Alcobendas-Feria de Madrid-Canillejas.

### Car

Feria de Madrid has road connections to Madrid's main access and ring roads:

**M11** (exits 5 and 7)

**M40** (exits 5, 6 and 7)

**A2** (exit 7)

The South, North and East entrances of the fairground give direct access to the different parking areas.



### Transporte público a Feria de Madrid / Public transport to Feria de Madrid



#### **Autobús de EMT** *EMT Bus*

**Línea Line 73**  
DIEGO DE LEÓN-FERIA DE MADRID

**Línea Line 112**  
MAR DE CRISTAL-FERIA DE MADRID-Bº AEROPUERTO

**Línea Line 122**  
AVENIDA DE AMÉRICA-FERIA DE MADRID



#### **Autobús Interurbano** *Suburban Bus*

**Línea Line 828**  
UNIVERSIDAD AUTÓNOMA-  
ALCOBENDAS-FERIA DE MADRID-MADRID (CANILLEJAS)



#### **Metro Underground**

**Línea Line 8**  
**Estación Station**  
FERIA DE MADRID



#### **Estación de Ferrocarril** *Railway Station*



#### **Aeropuerto Adolfo Suárez Madrid-Barajas** *Adolfo Suárez Madrid-Barajas Airport*

Ref.: 032019



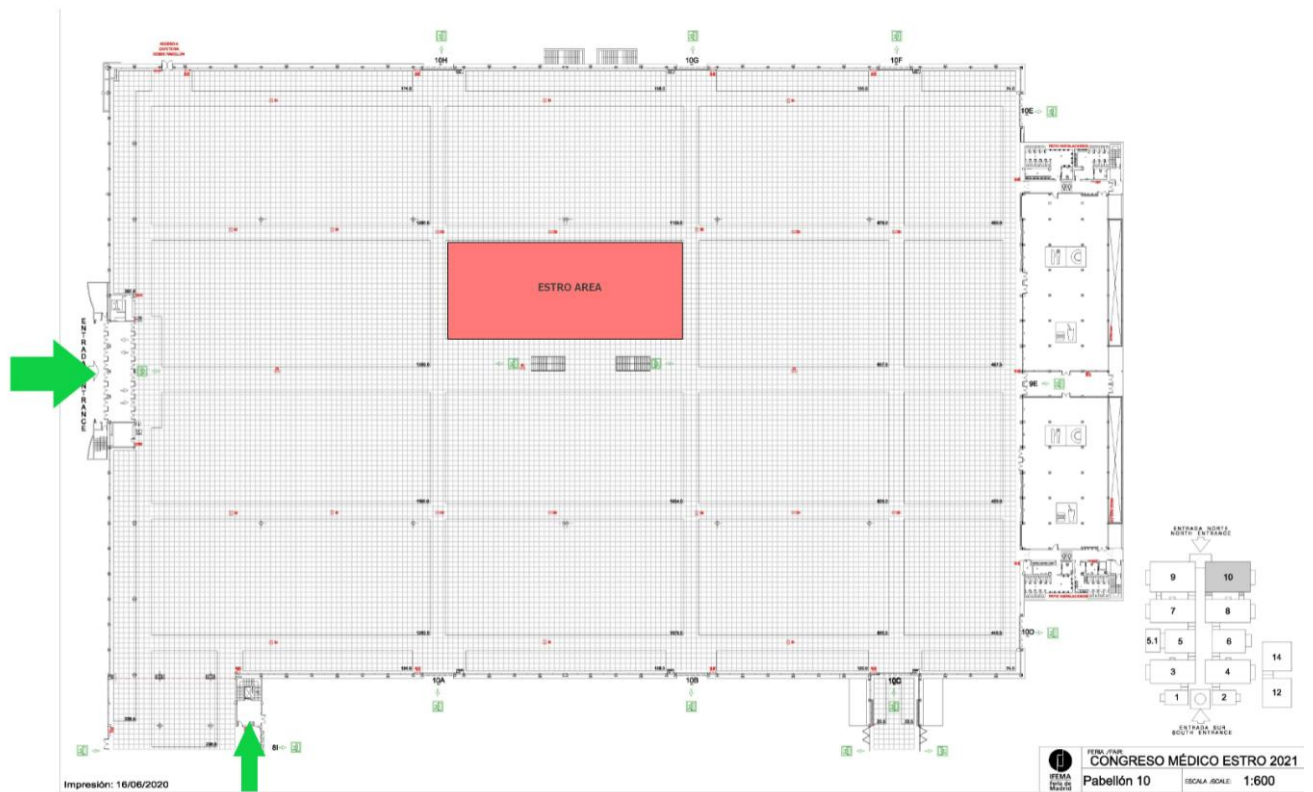
## 2. Maps and floorplan

### 2.1. Venue general Overview





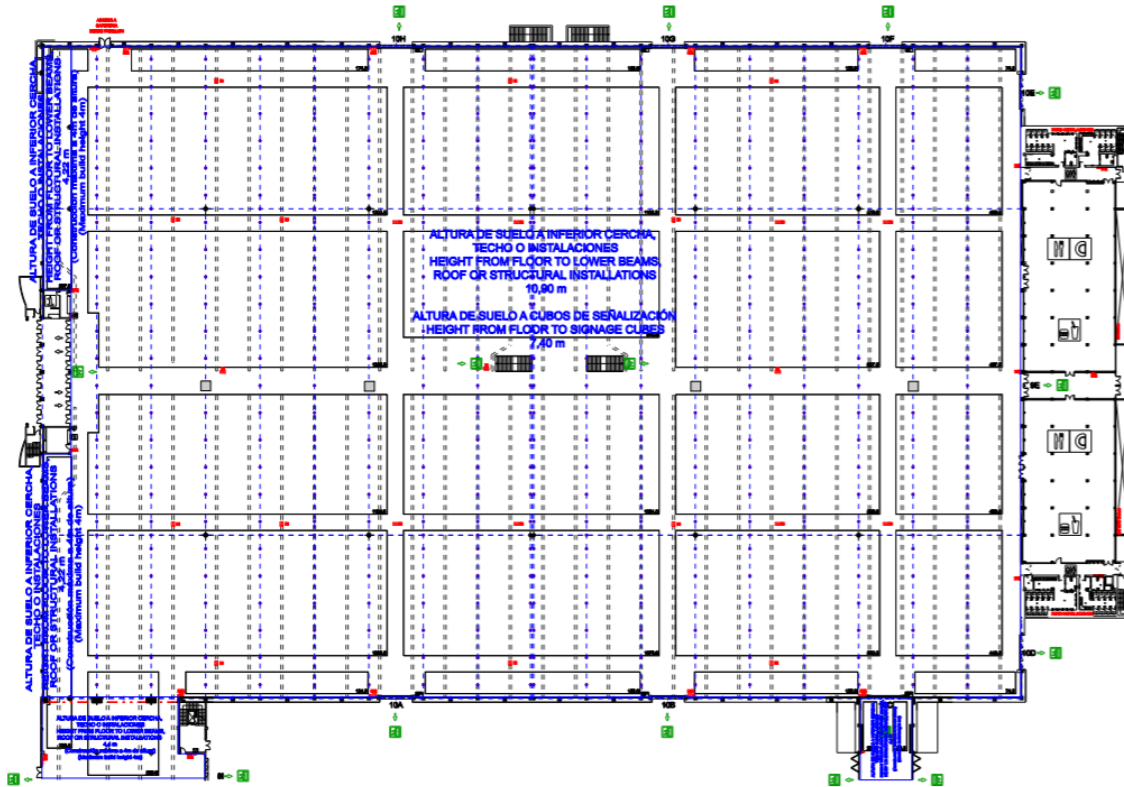
## 2.2. Exhibition floorplan



Here is the link to the ESTRO 2021 floorplan:

[https://www.estro.org/ESTRO/media/ESTRO/Congresses/ESTRO-2021/ESTRO-2021\\_Floorplan\\_2752021.png](https://www.estro.org/ESTRO/media/ESTRO/Congresses/ESTRO-2021/ESTRO-2021_Floorplan_2752021.png)

## 2.3 Technical Floorplan



Here is the link to the technical floor plan of Hall 10:

<https://www.estro.org/ESTRO/media/ESTRO/Congresses/ESTRO-2021/Hall-10-Max-Ocup-Ducts-Beams.pdf>

## 3. Access to the exhibition hall

ESTRO Annual Congress will take place in **Hall 10**, between **Friday 27 August** and **Tuesday 31 August**.

### 3.1. Build-up and break-down for ESTRO Annual Congress

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\*

23 August Monday	08:00-21:30 ( <b>Early build-up day for booths = or &gt;100 sqm only.</b> )
24 August Tuesday	08:00-21:30
25 August Wednesday	08:00-21:30
26 August Thursday	08:00-21:30
27 August Friday	08:00-12:00

### 3.1.2 Dates of break-down\*

30 August Monday	17:00-00:00
31 August Tuesday	08:00-00:00
1 September Wednesday	08:00-21:30

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

## 3.2. Exhibition Opening Times

27 August Friday	18:00-21:00
28 August Saturday	09:00-18:00
29 August Sunday	09:00-18:00
30 August Monday	09:00-17:00

## 4. Access for Deliveries

Deliveries should be addressed as follows:

IFEMA – FERIA DE MADRID  
AVDA PARTENON 5  
28042, MADRID

**REF:** EVENT NAME:

HALL N°:

STAND N°:

EXHIBITOR CONTACT DETAILS:

Referencing the event and hall number is just as important as the booth number, given coinciding events at the venue.

*\*\*\* Please note that IFEMA staff are strictly forbidden from accepting any packages thus anything that arrives before the event, or for which there is nobody from the receivers end to sign for, will be returned to sender.*

Each vehicle, depending on its tonnage, will receive a ticket on entering the site, associated with a maximum time allotted for loading or unloading its goods. After this time has passed, the vehicle must leave the site or be parked in the appropriate parking area (lorry park for goods vehicles or car park for cars which have been used to transport goods). At the exit control point, the system will read the licence plate and determine whether the vehicle is within the maximum authorised time or if it has overrun. In the first case, the exit barrier will be raised and the vehicle may leave. In the second case, the driver must pay the rate corresponding to the overrun time in an automatic cash machine at the exit, using the ticket received at the entrance.

Once a vehicle has left the Feria de Madrid site the system will not let it enter again until half an hour after its exit time.

Please check [ANNEX 2.1. Regulations of Access and Visit Times for Loading and Unloading Vehicles](#)

## 4.1 Parking

### 1. Goods Vehicles

From the time that these regulations come into force, there will be a lorry parking area available for goods vehicles. It will be charged by the minute. There is no time limit to parking in this area.

**IMPORTANT:**

To enter the lorry parking area, you must use the same ticket given to the driver on entering the Fair Site. Parking in the lorry parking area (inside the Fair Site) will affect the maximum authorised time on site as follows:

- a) If the time in the lorry parking area is one hour or less, this time will not affect the calculation of maximum time in the site, and the authorised time which had not been used when entering the parking area can still be used.
- b) If the time spent in the lorry parking area is more than one hour, the lorry will have the maximum authorized time on site when leaving it, regardless of the time spent before entering.

NB: These regulations will also apply to trailers and platforms.

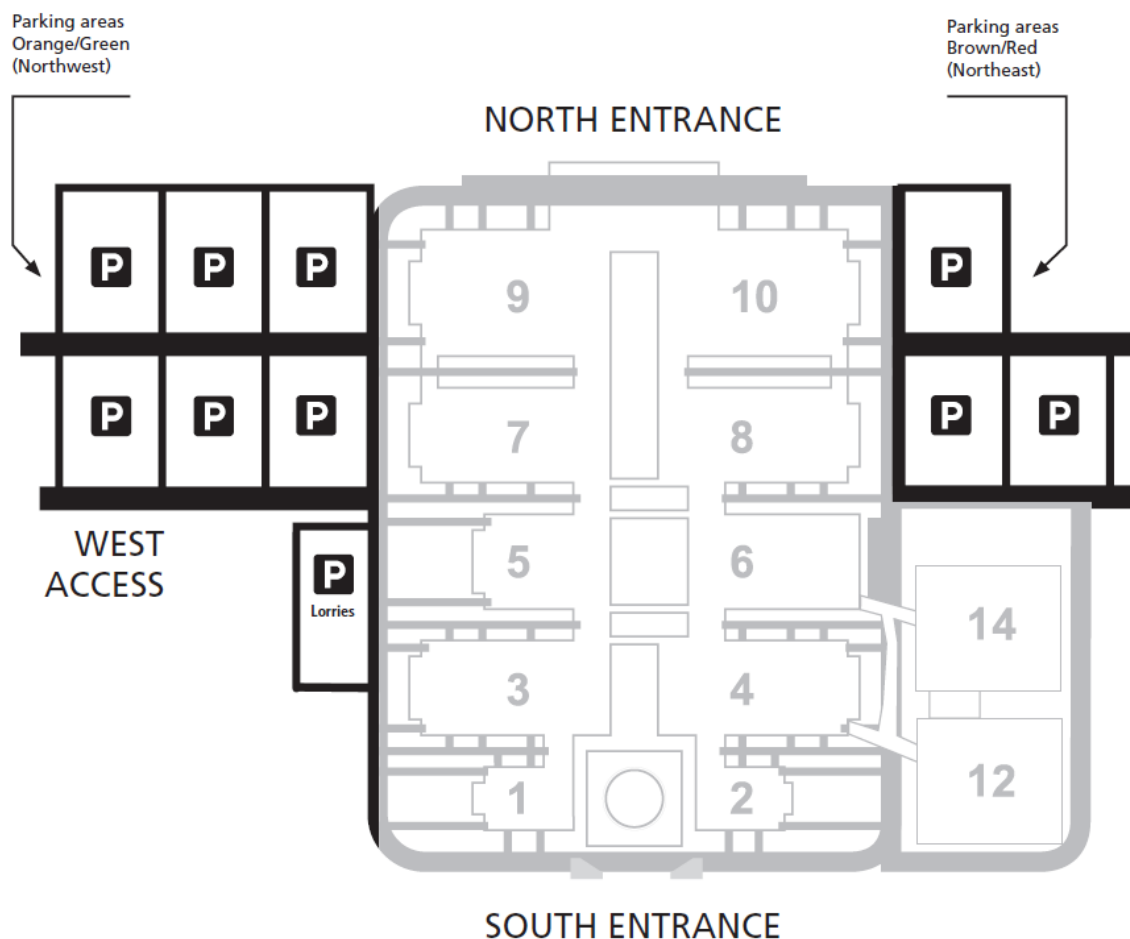
## **2. Cars**

Cars belonging to the employees of any of the companies working in the fair, including Exhibitors, will have car parks made available by IFEMA for each Fair, and can enjoy special prices during the assembly and dismantling periods. These car parks will have a single entrance, with appropriate signage, for the exclusive use of assembly/dismantling personnel. This entrance will issue tickets at a special price for assembly personnel. Before leaving the car park they must pay the charge at any of the automatic cash machines of Feria de Madrid. This operation will validate the ticket for leaving the car park by any exit.

As a general rule, once this regulation has come into force, cars and minivans will not be allowed into the Fair Site, unless they are transporting goods which cannot be carried by hand. In this case, they will enter following the procedure described above, and subject to a maximum time on site proportional to their lower transport capacity, after which they must leave the site or pay the deterrent fine.

Please check [ANNEX 2.1. Regulations of Access and Visit Times for Loading and Unloading Vehicles](#)

## PARKING FOR VEHICLES DURING BUILD UP/DISMANTLING PERIODS (MAX. 3,500 KG)



## 5. Registrations

### 5.1. Exhibitors pre-registration

Exhibitors pre-registration can be made via email to the ESTRO office ([hyilmaz@estro.org](mailto:hyilmaz@estro.org)) as of **26 July 2021**.

On **26 July**, 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 **100€ (excl. VAT)**.

### 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.

## 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.

**Cost per badge (excl. VAT):** The cost for regular exhibitor's badge is **100€**.

#### 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 **735€**.

#### 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
- minimum electrical consumption: *(Above and beyond the minimum, exhibitors can order as much additional electricity as they require through IFEMA)*
  - 130 w per square meter
  - 1 Main electrical connection ending in a Marechal plug or open points, depending on the wattage. (NOTE: Not a CETAC).
- 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:

- Grey aluminium structure
- Grey or White melamine panels
- Façade with stand number and sign on each side facing an aisle. Name signs will be in standard lettering (25 characters included)
- Electrical installation consisting of a switchboard with electromagnetic differential and 500W outlet, capable of handling 130W/sq. m.
- 1 triple outlet of maximum 500W
- Lighting with several adjustable rail-mounted 300 W halogen spots, at the rate of one spotlight per 4 sq. m. of stand
- Fireproof exhibition carpeting.
- minimum electrical consumption : *(Above and beyond the minimum, exhibitors can order as much additional electricity as they require through IFEMA)*
  - 130 w per square meter



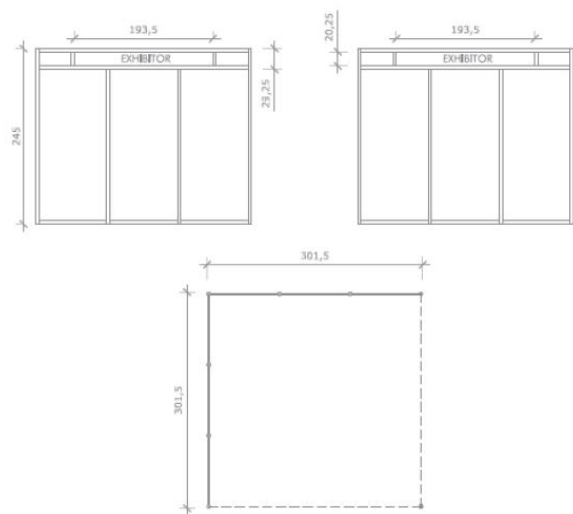
- 1 Main electrical connection *ending in a Marechal plug or open points, depending on the wattage. (NOTE: Not a CETAC).*

#### Measurements:

- Total exterior height: 2,45 m
- Total width of each panel: 1,00 m
- Height of façade: 0,30 m

+3 complimentary exhibitor's badges per 9 sqm booth rented

+visibility in the online Exhibitor Directory & congress app (including the company logo)



*Servis is the exclusive partner for all building projects at the venue, being able to provide the full range of construction services needed at event.*

#### **Not included:**

- Furniture
- Additional exhibitor orders
- Internet access
- Daily cleaning
- Additional Electricity higher than 130w/sqm if needed

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

Extra electrical power and additional fuse boards can be ordered via the website.

Rest of services can be directly ordered via IFEMA services.

### 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 concept of the start-up village is to be confirmed.*

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

**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 IFEMA directly. The contact of each service can be found here:

**-Catering**

Sonia Murillo Villalar  
M [sonia.murillo@vilaplana.com](mailto:sonia.murillo@vilaplana.com)  
T +34 638 921 253

**-Exhibitor Services**

Servifema  
M [servifema@ifema.es](mailto:servifema@ifema.es)  
T +34 91 722 3000

\*Personalized link will be created by IFEMA for exhibitor services.

## 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 27 August 2021**

During lunch break  
Exclusive Slot\*

**-Saturday 28 August 2021**

During lunch break  
€15.000

**-Sunday 29 August 2021**

During lunch break  
€15.000

**-Monday 30 August 2021**

During lunch break  
€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
Hall 8	Room 1	Sat 28-Mon 30 August	750
Hall 8	Room 2.2		600
North Convention	N-103		480
Center	N-104		480
	N107 + 108		220

*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 will be made available closer to the event.

### 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:**

- Networking Evening- 18:00-21:00 CET

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
Exhibition Hall 10 ROOMS	A10.3	-	28* Fix set-up	-
Exhibition Hall 10 ROOMS	A10.5	46	24	20
Exhibition Hall 10 ROOMS	A10.6	43	24	20
Exhibition Hall 10 ROOMS	A10.7	46	24	24
Exhibition Hall 10 ROOMS	A10.8	66	42	32
Exhibition Hall 10 ROOMS	A10.15	48	24	20

*Please note that the capacity of the meeting rooms might change slightly depending on the final design of the rooms.*

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

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

## *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 **60 decibels** according to the recommendations by IFEMA. 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."

Regarding Music and according to the contract:

TWENTY-THIRD.-GENERAL SOCIETY OF AUTHORS AND EDITORS (SGAE)

In accordance with the legislation in force, for any use of intellectual property which forms part of the repertoire of SGAE, the General Society of Authors and Editors (musical, dramatic, audio-visual works etc.), the Organiser shall need to possess the authorisation of this administrator of authors' rights. For this purpose, it must present to IFEMA a copy of the corresponding authorisation and of the receipt of the payment of rights before assembly of the event commences.

This must be done at the SGAE General Office in Madrid at Pelayo street 61 (Tel. : 91.349.96.87).

## **11. Onsite Advertising and Sponsoring**

All onsite advertising and sponsoring artwork files should be sent to [hyilmaz@estro.org](mailto:hyilmaz@estro.org) by **19 July 2021**. The files require the written approval of ESTRO before being printed.

### *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 2021 (at least 3 items or more listed below), you will get a %10 discount on the total amount to be paid.

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

The venue also offers a wide range of options for on-site advertising. Please find here [the onsite advertising catalogue](#), indicating the exact location of each signage.

## 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 10 is **6 meters** (*4 Meters at the sides of the entrances to Hall 10*) and maximum rigging height is **7,5m**.



- Stands that are built on top of wooden flooring, when this has a height of more than 19 mm, must have at least one disabled access ramp that is at least 1.20 m wide. [General Rules for Exhibitors Participating in Externally Organised Fairs](#) (Section 24.3.- Stand assembly)

## 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](mailto:hyilmaz@estro.org) by **12 July 2021**. 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 2 mandatory walls and 2 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.

### 12.2.3 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 IFEMA

Please refer to [General Rules for Exhibitors Participating in Externally Organised Fairs of IFEMA](#)

## 13.2 Floor Loading

The maximum permitted floor loading for goods transportation and stand assembly work is **15.000kg/m<sup>2</sup>**.  
[Please refer to Annex 2.3 Technical Data for Halls, North and South Convention Centre and Hall Meeting Rooms](#)

## 13.3 Multi-Storey Stands

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

All companies that opt to build a two-floor structure or structural elements of 1.2 m or more, that are going to support weight or people in that space, must fully comply with the abovementioned conditions and, furthermore, must submit a certificate or a design plan to ESTRO showing who is in charge of construction, signed by an authorised expert.

This documentation must be endorsed by the corresponding Spanish professional association. The certificate or Design Plan must specify the dimensions, the service load and the capacity, with the Exhibitor being completely responsible for complying with the limits set out in the latter. ESTRO will give IFEMA a copy of this documentation.

[Please refer to Annex 2 General Rules for Exhibitors Participating in Externally Organised Fairs, \(section 24.6\)](#)

## 13.4 Rigging

[Please refer to Annex 7, Rigging in Halls](#)

The procedure for exhibitors wishing to hang elements from any of the rigging points provided by IFEMA in the structure of exhibition halls is as follows:

- The floor layout must be sent to [inspection.rigging@ifema.es](mailto:inspection.rigging@ifema.es)
- A rigging project must be sent to [inspeccion.rigging@ifema.es](mailto:inspeccion.rigging@ifema.es) indicating the minimum content specified in **Section 6** of [the linked document](#), together with a printed copy of the [authorisation request](#), properly filled-out. . As well as the floor layout indicating the position and height of each requested point.
- The due date for receiving projects is one month prior to the start of assembly for the event being requested.
- Any applications received thereafter might not be considered, and thus not be authorised to hang riggings from the hall structures.
- Projects received shall be reviewed for compliance with IFEMA's rules and regulations and the conditions laid out in the Regulations.
- IFEMA shall issue a ruling on the application within seven days from receipt.

### 13.4.1 Applications for truss rigging authorization

Where only unsheathed truss-type structures are to be rigged, together with individual objects, the following documentation must be provided:

- Explanatory brief of the installation to be carried out.
- Description of the assembly provided it involves transferring loads to the structure. Weight values all elements comprising the rigging system (e.g. spotlights, loudspeakers, motors, sheathing, truss weights).
- Scale diagrams showing floor and elevation measurements of the installation, indicating the location and situation of each rigging point for hanging elements and the hall structure. [Appendix 1 of this manual](#) provides an example.
- Value of the load transferred by each hanging point.
- List of materials to be used for structural purposes.
- Quality certification of these materials.
- Description of the safety system used, doubling the capacity of the original system.

- Signed documentation by an officer from the installing company.

#### *13.4.2. Signage weighing less than 0.05 Kn/m<sup>2</sup> (5 kg/m<sup>2</sup>)*

Signage elements (tarpaulins / canvases) whose necessary materials for their rigging weigh less than **0.05 Kn/m<sup>2</sup>** (5 kg/m<sup>2</sup>) shall be exempt from the approval procedure if they use at least three support points.

#### *13.4.3. Other riggings*

Where authorisation applications are submitted to rig elements other than those described in the preceding sections, the minimum documentation required is listed in section 6.1, in addition to a project drafted by a qualified technician, certified by their Spanish professional organization describing and supporting the structural safety of such elements.

## **14 Connections and Installations**

Please refer to [Annex 2 General Rules for Exhibitors Participating in Externally Organised Fairs](#), (section IV- Conditions for the Assembly and Installations of the Spaces)

All services (telecommunications, compressed air, water and drainage, electricity, etc.) will be supplied inside the channel/duct in the nearest point to the location requested.

### *14.1 Electrical Installations*

All electrical installations carried out on the fair site must be submitted for approval by IFEMA's Technical Services and Maintenance Department. Fifteen days before assembly begins, plans will be presented indicating the exact location of the requested power outlets and the power of each one. This location will be liable to change by the IFEMA Technical and Maintenance Department for adequate distribution of power. Before electrical installation begins, the Inspection Sheet, filled in and stamped by an authorised electrical installer with a current business qualification document, should be presented to the electrical inspection service.

For Electrical Installations regulations of IFEMA, please refer to [Annex 2 General Rules for Exhibitors Participating in Externally Organised Fairs](#), (section V, Regulations for Carrying Out Electrical Installations)

For Validation of Electrical Installations, please refer to [Annex 6](#).

### *14.2 Wi-Fi Connection*

IFEMA offers Exhibitors the possibility of contracting a Wi-Fi network for accessing the INTERNET. It is explicitly forbidden for the exhibitors to install Wi-Fi access points without prior authorisation, whether it is for connecting to the internet or for any other functionality. The aim of this measure is to avoid interference with any the equipment installed in accordance with the rules by each exhibitor and with the access points pertaining to IFEMA. These interferences could cause the existing Wi-Fi networks to stop working. Throughout the event, all Wi-Fi broadcasts carried out inside the halls will be controlled. If a private Wi-Fi installation is detected that has not been previously authorised, its disconnection will be requested immediately.

If your technical connection needs require the deployment of your own Wi-Fi network, you must submit the completed form "[Authorisation Request for WIFI Installations](#)" and send it to [telecomunicaciones@ifema.es](mailto:telecomunicaciones@ifema.es), for it be assessed by IFEMA.

For Internet regulations of IFEMA, please refer to [Annex 2 Regulations External Exhibitors](#) (section 30)

### 14.3 Water and Drainage and Compresses Air

The general supply points for water, drainage and compressed air will be provided by IFEMA. The installation of any other element in the stand (washbasin, sink, connection, etc.) must be contracted independently. Connection to IFEMA's network will always be carried out under the supervision of personnel from IFEMA's Technical Services and Maintenance Department.

Please refer to [Annex 2 General Rules for Exhibitors Participating in Externally Organised Fairs](#) (section 27)

## 15 Safety Regulations

In order to avoid Workplace Accidents, all the companies and/or professionals working for themselves or third parties inside the fair site must comply with Workplace Hazard Prevention regulations. Special care must be taken with machines and tools, as regards their compliance and training of users, circulation of vehicles and use of Individual Protective Equipment. The companies contracting or subcontracting others for work must also ensure they adopt these prevention and safety measures.

As a general safety measure due to the concurrence of activities it will be mandatory to wear a helmet, high visibility vest and safety shoes throughout the assembly and disassembly phases of fairs and events in all of the exhibition areas.

Before the start of the stand assembly work, all companies carrying out work in the contracted space on behalf of the Exhibitor must fill in, sign and present to IFEMA the "[Prevention of Labour Risks and Business Activity Coordination](#)" form and send it to [stecnica@ifema.es](mailto:stecnica@ifema.es). Assembly cannot begin until this Protocol is filled in and sent.

Additionally, if exhibitor or assembly companies should need to carry out metal cutting, soldering and/or use equipment producing heat or flame, they must send an email to the Technical Secretariat of IFEMA at [stecnica@ifema.es](mailto:stecnica@ifema.es) requesting in the "[Authorisation Request for Heat or Flame-producing Works](#)" and return said form to that same address for authorisation and checking. They can also request the form on the premises from the person in charge of the corresponding hall.

Please refer to [ANNEX 2.2 Information on Risks and Preventive Measures in the Exhibition/Meeting areas during periods of assembly and dismantling](#)








**MANDATORY  
HELMET USE**




**MANDATORY  
SAFETY SHOE  
USE**



**MANDATORY  
REFLECTIVE  
VEST USE**

RISKS	PREVENTATIVE MEASURES
Risk of same level falls due to tripping over various materials. 	<ul style="list-style-type: none"> <li>Keep your assigned work area clean and tidy.</li> <li>Do not store material or work in the interior aisles.</li> </ul>
Risk of stepping on sharp objects. 	<ul style="list-style-type: none"> <li>Do not leave materials with nails or screws sticking out on the floor.</li> </ul>
Risk of impacts with vehicles. 	<ul style="list-style-type: none"> <li>All the vehicles circulating in the fair site will use the safety equipment established by the manufacturer, with special mention of the permanent use of lights and sounds.</li> <li>Drivers or operators will have adequate training and will apply these measures at all times.</li> <li>Inside the Halls and Exhibition Areas vehicles will be driven at walking speed.</li> <li>Do not carry more people than those established for each type of vehicle.</li> </ul>
Risk of falling objects. 	<ul style="list-style-type: none"> <li>During the assembly and dismantling of raised installations, the necessary measures will be adopted to avoid accidents due to falling objects.</li> </ul>
Risk of starting fires in assembly materials. 	<ul style="list-style-type: none"> <li>The materials used for covering floors will have EFL fire resistance. In the case of walls and ceiling they will have c-s2, d0.</li> <li>Construction and decoration materials cannot include easily flammable elements (straw, wood or paper shavings, sawdust, peat, etc.).</li> <li>The use of working equipment with an open flame or which generates high temperatures will require previous authorisation from Fair Services Management.</li> <li>Free access will be respected to the firefighting installations (hoses, FHCs, extinguishers, alarms, emergency exits, etc.), even when these are inside the contracted spaces.</li> <li>Before work begins, all companies will inform their employees of the location of the Evacuation Routes and Emergency Exits in the assigned exhibition area.</li> </ul>

<b>Public Emergency Services</b> <b>112</b>	<b>For any type of Emergency</b> <b>91 721 0474</b> 24 hour service
Their own safety and that of everyone working in the fair site depends on their actions. Many thanks for collaborating.	<b>«HELP US PREVENT ACCIDENTS»</b> Workplace Health and Safety 

### 15.1 Important Information on Coordination of Business Activities

### 15.2 Basic Instructions on Emergency and Evacuation

### 15.3 Health and Safety Rules for Working in Confined Spaces

### 15.4 Internal Rules on Assignment of Work Equipment to Outside Companies

### 15.5 Rules for Use of Equipment with LOW-VOLTAGE Electrical Hazard

### 15.6 Rules for Use of Forklift Trucks

### 15.7 Rules for Using Ladders

### 15.8 Rules for Using Rolling Scaffolds

*15.9 Rules on Safety in Handling Machines and Tools*

*15.10 Rules on Use of Vehicles*

*15.11 Safety Rules for Using Personnel Lifting Platforms*

*15.12 Safety Rules for Works in Pavilions and Exhibition Areas*

*15.13 Safety Signposting Rules*