



Exhibitors' manual

Dear Exhibitor,

On behalf on the ESTRO teams, welcome to the [ESTRO 38](#) congress!

The purpose of the **Exhibitors' manual** is to help you make your exhibition a memorable and fruitful experience. The manual will provide you with all the information related to the event exhibition and practicalities involved. Of course, do not hesitate to contact us in case of doubts.

Also, we also strongly recommend that you read carefully the **ESTRO Rules and Regulations** since by taking part in the Event exhibition, you declare that you have read and accepted the related compliance.

We look forward to making your participation in this next congress both successful and enjoyable.

On behalf of the ESTRO team,

Warm regards,

Valérie Cremades

ESTRO corporate relations manager

vcremades@estro.org

Direct tel.: +32 2 7759341

IMPORTANT NOTE:

The exhibitors' manual includes updates on different instructions and regulations and we therefore recommend that you give a special attention to it. For your best convenience, these aspects have been highlighted in the TABLE OF CONTENT.

TABLE OF CONTENT

1	Access to the venue	19
1.1	From the airport	19
1.2	By train	19
2	Maps and floorplan	20
2.1	General overview	20
2.2	HALL 3 floorplan	20
2.3	Exhibition floorplan	20
3	Main deadlines	21
4	Access to the exhibition hall	21
4.1	Pre unloading	21
4.2	Build-up and break-down	21
4.2.1	Dates of build-up.....	21
4.2.2	Dates of break-down.....	22
4.2.3	Extension of build-up / break-down hours	22
4.3	Exhibition area – access for the public	22
4.4	Exhibition area – access for the exhibitors	22
5	Driving restrictions for trucks	22
6	Registrations	23
6.1	Exhibitors registration	23
6.1.1	Exhibitors pre-registration	23
6.1.2	Onsite Exhibitors registration	23
6.1.3	Stand builders registration	23
7	Badges	23
7.1	Types of badges	23
7.1.1	Exhibitors’ badges.....	23
7.1.2	Non-exhibitors’ badges.....	24
7.2	Collection of exhibitors’ badges	24
7.2.1	Collection at the registration desk.....	25
7.2.2	Collection at the self check-in machine	25
7.3	Payments of exhibitors’ badges	25
8	Exhibitors facilities	25
8.1	Exhibitors desk	25
8.2	Lost and found.....	25
9	Space rental - Rates	25
9.1	Industrial exhibition	25

9.1.1	Floor space only	25
9.1.2	Floor space + modular shell scheme structure.....	25
9.2	Start-up corner	27
9.3	Communities Pavillion	27
10	Technical specifications	27
10.1	MiCo technical regulations	28
10.2	MiCo Mandatory forms for all exhibitors	28
10.2.1	INS Form.....	28
10.3	MiCo Mandatory forms for FREE project stands	28
10.3.1	Project layouts and technical plans	28
10.3.2	SICU Form.....	28
10.3.3	APP Form – Rigging	28
10.4	Overall height of display	29
10.5	Floor loading	29
10.6	Double deckers	29
11	Architectural guidelines	29
11.1	Booth design and structural plans	29
11.2	Types of booths	29
11.2.1	Island booth.....	29
11.2.2	Corner booth	29
11.2.3	Two-walled booth.....	29
11.2.4	Three-walled booth	30
11.3	Minimum size allowed	30
11.4	See-through visibility	30
11.5	Decoration and arrangement of booth	30
11.6	Ceiling of booth	30
11.7	Pillars constraints	30
12	Norms of security	31
12.1	Emergency plan procedures	31
12.2	Preventive measures	31
12.3	Fire extinguishers	31
13	Satellite symposia	32
13.1	Main contact.....	32
13.2	Eligibility	32
13.3	Timing.....	32
13.4	Available slots and rates.....	32
13.5	Satellite symposium package	32
13.6	Access	32

13.7	Rehearsal	32
13.8	Setup and dismantling.....	33
13.9	Programme	33
13.10	Speakers	33
13.10.1	Eligibility.....	33
13.10.2	Speaker’s registration.....	33
13.10.3	Speaker’s presentations - Preview centre	33
13.11	Lunch boxes.....	33
13.12	Promotional activities.....	33
13.13	Disclaimer	33
14	Industry activities	34
14.1	Social functions / special event	34
14.2	Meetings.....	34
14.3	Networking evening	34
14.3.1	Unveiling ceremonies	34
14.3.2	Catering.....	34
14.4	ESTRO main activities	35
15	Catering services	35
16	Meeting rooms.....	35
17	Sponsoring and advertising	35
18	ESTRO booking forms	35
19	Official suppliers	35
20	Any other information.....	36
21	Important deadlines	36

1 Access to the venue

1.1 From the airport

Linate

Take bus no. 73 in the "National Arrivals Exit" area all the way to the terminal in Via Gonzaga / Piazza Diaz. Go down into the Metro station "Duomo". Here take the Red Line 1 (Rho Fiera Milano direction).

- for the "viale Eginardo / viale Scarampo" entrance: get off at the "Amendola" stop – 700 m from the Congress Centre, or at "Lotto" approx. 800 m.

- for the "piazzale Carlo Magno / via Gattamelata" entrance: get off at the "Cadorna" stop, exit the subway and go to the railroad station above: take the first train departing and get off at the "Domodossola" stop – just 600 m from the Congress Centre.

Malpensa

The "MALPENSA EXPRESS" train service will take you directly from the airport to the centre of Milan in 40 minutes, arriving at the Ferrovie Nord "Cadorna" station.

Here take the Red Metro Line 1 (Rho Fiera Milano direction).

- for the "viale Eginardo / viale Scarampo" entrance: get off at the "Amendola" stop – 700 m from the Congress Centre, or at "Lotto" approx. 800 m.

- for the "piazzale Carlo Magno / via Gattamelata" entrance: get off at the "Cadorna" stop, exit the subway and go to the railroad station above: take the first train departing and get off at the "Domodossola" stop – just 600 m from the Congress Centre.

Orio al Serio

The "AUTOSTRADALE" or "AIR PULLMAN" bus service will take you directly from the airport to Milan Central Station in 60 minutes: then take the Metro Green Line 2 (Abbiategrasso direction) and get off at "Cadorna".

Here take the Red Line 1 (Rho Fiera Milano direction).

- for the "viale Eginardo / viale Scarampo" entrance: get off at the "Amendola" stop – 700 m from the Congress Centre, or at "Lotto" approx. 800 m.

- for the "piazzale Carlo Magno / via Gattamelata" entrance: get off at the "Cadorna" stop, exit the subway and go to the railroad station above: take the first train departing and get off at the "Domodossola" stop – just 600 m from the Congress Centre.

1.2 By train

Central Station – Garibaldi Station

Take the Metro Green Line 2 (Abbiategrasso direction) and get off at "Cadorna". Here take the Metro Red Line 1 (Rho Fiera Milano direction).

- for the "viale Eginardo / viale Scarampo" entrance: get off at the "Amendola" stop – 700 m from the Congress Centre, or at "Lotto" approx. 800 m.

- for the "piazzale Carlo Magno / via Gattamelata" entrance: get off at the "Cadorna" stop, exit the subway and go to the railroad station above: take the first train departing and get off at the "Domodossola" stop – just 600 m from the Congress Centre.

Cadorna Station

Here take the Metro Red Line 1 (Rho Fiera Milano direction). for the "viale Eginardo / viale Scarampo" entrance: get off at the "Amendola" stop – 700 m from the Congress Centre, or at "Lotto" approx. 800 m.

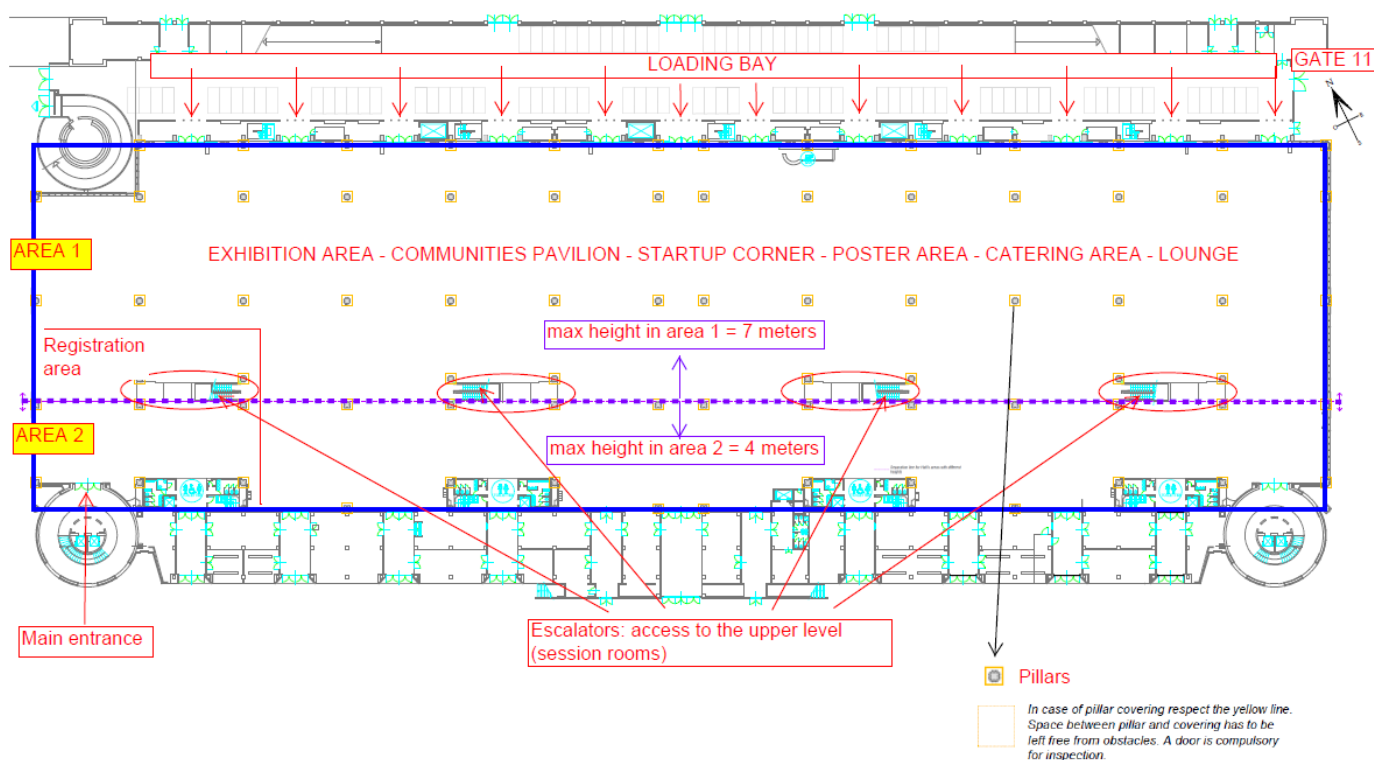
- for the "piazzale Carlo Magno / via Gattamelata" entrance: get off at the "Cadorna" stop, exit the subway and go to the railroad station above: take the first train departing and get off at the "Domodossola" stop – just 600m from the congress centre.

2 Maps and floorplan

2.1 General overview



2.2 HALL 3 floorplan



2.3 Exhibition floorplan

To see the online exhibition floorplan, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under EXHIBITION FLOORPLAN

3 Main deadlines

Submission for approval of full dimensional plans and booth design to ESTRO and MiCo (for free-project booths only) to ESTRO	4 March 2018
Submission of satellite symposium programme and speakers names to ESTRO	5 March 2018
Submission of lunch bags order to ESTRO	5 March 2018
Exhibitor pre-registration	from 20 March 2019 to 12 April 2019
Submission of MiCo mandatory forms for free project stands (does not apply to modular shell schemes ordered to ESTRO) to MiCo	22 March 2019
For companies who ordered an advertisement page in the programme book:	
Submission of advertisement artwork to ESTRO	7 March
For companies with satellite symposium ONLY:	
Submission of artwork for promotional roll-up to ESTRO	7 March
Submission of agenda of satellite symposium to ESTRO	7 March
Submission of lunch bags order	7 March
For the company who ordered the postcard in the advertisement page in the Promotional Email blast listing the satellite symposia:	
Information for Promotional Email blast listing the satellite symposia (title, date, room, chairman, (+ company logo only for company with postcard)	7 March

4 Access to the exhibition hall

4.1 Pre unloading

ONLY for unloading of trucks in Hall 3 – No build-up works

Thursday 18 April 2019 08:00 – 17:00

Friday 19 April 2019 08:00 – 14:00

4.2 Build-up and break-down

4.2.1 Dates of build-up

4.2.1.1 *FREE PROJECT stands*

By free project stand, we refer to any project of stand that is not the modular shell scheme package offered by ESTRO.

STRUCTURAL WORK – access possible with stand builder pass only

Monday 22 April 2019	07:00 – 22:00 Early build-up day for booths = or > 100sqm only
Tuesday 23 April 2019	07:00 – 22:00
Wednesday 24 April 2019	07:00 – 22:00
Thursday 25 April 2019	07:00 – 18:00 All empties and waste must be removed from the aisles by 18:00, except for the aisles highlighted in green on the floorplan displayed at the end of this document.
Friday 26 April 2019	07:00 – 11:00 At 11:00 SHARP , all crates/cartons/empties or any material related to structural work must be removed FROM ALL AISLES with no exception, including aisles highlighted in green on the floorplan displayed at the end of this document. Booths structural construction must be completed WITH NO

	EXCEPTION (any delay in removing crates/cartons/empties or any material related to structural work will highly jeopardize the well running of the exhibition organization and may consequently be subjected to a penalty of 5,000€ per hour).
--	---

NO STRUCTURAL WORK – access possible with stand builder pass and exhibitor badge

Friday 26 April 2019 **11:00 – 17:00**

4.2.1.2 MODULAR SHELL SCHEMES stands

STRUCTURAL WORK – access possible with stand builder pass only

Thursday 25 April 2019	07:00 – 18:00 All empties and waste must be removed from the aisles by 18:00, except for the aisles highlighted in green on the floorplan displayed at the end of this document.
Friday 26 April 2019	07:00 – 11:00 At 11:00 SHARP , all crates/cartons/empties or any material related to structural work must be removed FROM ALL AISLES with no exception, including aisles highlighted in green on the floorplan displayed at the end of this document. Booths structural construction must be completed WITH NO EXCEPTION (any delay in removing crates/cartons/empties or any material related to structural work will highly jeopardize the well running of the exhibition organization and may consequently be subjected to a penalty of 5,000€ per hour).

NO STRUCTURAL WORK – access possible with stand builder pass and exhibitor badge

Friday 26 April 2019	11:00 – 17:00
-----------------------------	----------------------

4.2.2 Dates of break-down

Monday 29 April 2019	17:00 – 22:00 (after the last coffee break). At 18:00, boxes and crates can enter the exhibition area.
Tuesday 30 April 2019	07:00 – 22:00
Wednesday 1 May 2019	07:00 – 19:00
Thursday 2 May 2019	07:00 – 12:00

4.2.3 Extension of build-up / break-down hours

The request must be made to ESTRO directly before 12:00 on the day to which the extension refers to and is subjected to the prior written approval of ESTRO. All extension of build-up/break-down hours are subjected to additional costs (350€/hour). The access to the exhibition area after the official build-up/break-down hours will be denied to any exhibitor/stand builder who has not received the written approval of ESTRO.

4.3 Exhibition area – access for the public

Friday 26 April 2019	19:00 – 21:00 Official opening of the exhibition area to the public with the Networking evening
Saturday 27 April 2019	09:30 – 17:00
Sunday 28 April 2019	09:30 – 17:00
Monday 29 April 2019	09:30 – 17:00

4.4 Exhibition area – access for the exhibitors

Exhibitors wearing their exhibitor's badges are allowed in the exhibition area as follows:

Friday 26 April 2019	11:00 – 21:00
Saturday 27 April 2019	07:30 – 18:00
Sunday 28 April 2019	07:30 – 18:00
Monday 29 April 2019	07:30 – 18:00

5 Driving restrictions for trucks

ESTRO highly recommends that Exhibitors carefully check the driving restrictions that apply in Italy and the surrounding countries on the dates of pre build-up, build-up and break-down.

6 Registrations

6.1 Exhibitors registration

6.1.1 Exhibitors pre-registration

Exhibitors pre-registration can be made from **20 March 2019 to 12 April 2019**. The early fee (including VAT) for exhibitors' badges applies and is:

- Regular exhibitor's badge: **60,50€** for **ESTRO corporate members** and **90,75€** for **non-corporate members**.
- Full exhibitor's badge: **435€** for **ESTRO corporate members** and **735€** for **non-corporate members**.

After **12 April 2019**, all Exhibitors registrations will be made onsite and the onsite registration fee will apply.

Procedure for pre registrations

On **20 March 2019**, ESTRO will provide all exhibiting companies with:

- the number of complimentary badges allocated to the company
- an excel file to be completed with the exhibitors' names and to be returned no later than **12 April 2019** by email to the ESTRO office (vcremades@estro.org).

6.1.2 Onsite Exhibitors registration

Onsite, exhibitors' badges can only be ordered by the appointed company representative in person.

The fee (including VAT) for exhibitor's badges ordered onsite is:

- Regular exhibitor's badge: **100€**
- Full exhibitor's badge: **435€** for **ESTRO corporate members** and **735€** for **non-corporate members**.

Note: 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€** including VAT – valid for the day of purchase) to access the exhibition hall.

6.1.3 Stand builders registration

Stand builders registrations must be made via the online MiCo EXHIBITOR SERVICES WEBSITE. Please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under SERVICES

7 Badges

7.1 Types of badges

7.1.1 Exhibitors' badges

By EXHIBITOR, we refer to

- 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 congress
- any subcontractor registered as exhibitor to the congress by the exhibiting company, working directly for the exhibiting company and dealing with the organisation and management of the booth during the exhibition timings.

All EXHIBITORS must be registered at the congress as such and must wear their congress badges inside the congress centre.

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

7.1.1.1 Exhibitor REGULAR

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 congress

Cost per badge (21% VAT included):

Until 12 April:

- Regular exhibitor's badge: **60,50€** for ESTRO corporate members and **90,75€** for non-corporate members.

After 12 April: 100€

7.1.1.2 Exhibitor FULL

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 congress

Cost per badge (21% VAT included):

The cost for full exhibitor's badge is **435€** for ESTRO corporate members and **735€** for non-corporate members.

7.1.1.3 Exhibitor COMPLIMENTARY

Companies exhibiting are entitled to complimentary exhibitor's badges as per their 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

7.1.2 Non-exhibitors' badges

7.1.2.1 Visitor's badge

By VISITOR, we refer to 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 congress centre.

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

Validity: 1 day (day of purchase)

Cost per badge (21% VAT included): 100€

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

7.1.2.2 Stand builder's accreditation

By STAND BUILDER, we refer to any person taking part in the **structural** set-up/break down of the booth (this might include company delegates). Stand builders shall wear official accreditations at all times while they are in the exhibition hall. The stand builder accreditation gives access to the exhibition hall only during the set-up and break down process.

Cost per badge: free of charge

Stand builders registrations must be made via the online MiCo EXHIBITOR SERVICES WEBSITE. Please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under SERVICES

7.1.2.3 Other badges

Please consult <https://www.estro.org/congresses-meetings/articles/estro38--registration>

7.2 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 and mobile number (in case ESTRO needs to contact him/her onsite) has been communicated to ESTRO. This company representative is requested to **collect all exhibitors' badges at once**. According to the number of exhibitors badges to be collected, the collection will be made either at the **registration desk** or at the **onsite self check-in machine**.

Please refer below for further details, dates and costs.

7.2.1 Collection at the registration desk

The collection of exhibitor's badges at the registration desk can be made by **ESTRO Corporate member companies** and **companies with more than 12 badges**:

- **For ESTRO Corporate members ONLY (via appointments):**

On **19 March 2019**, ESTRO will provide all ESTRO Corporate members exhibiting companies with an excel file with appointment slots to be completed and returned to the ESTRO office. Appointments will be possible as follows:

Wednesday 24 April 2019	14:00 – 18:00
Thursday 25 April 2019	09:00 – 16:00

- **For all Exhibitors with more than 12 exhibitor's badges:**

Collection of badges can be made on the following date and times, without appointment.

Thursday 25 April 2019	16:00 – 18:00
Friday 26 April 2019	09:00 – 19:00
Saturday 27 April 2019	09:00 – 18:00
Sunday 28 April 2019	09:00 – 18:00
Monday 29 April 2019	09:00 – 16:00

7.2.2 Collection at the self check-in machine

Companies with **less than 12 exhibitors badges** are requested to collect their badges at the self check-in machine located in the registration area. Upon receipt of your exhibitors pre-registration list (excel file), a confirmation of your pre-registration with instructions will be forwarded to you electronically with the instructions for collection at the self check-in machine.

7.3 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. **No cash payment will be accepted onsite.**

8 Exhibitors facilities

8.1 Exhibitors desk

For any kind of assistance, exhibitors can refer to the exhibitors desk located in the exhibition area.

8.2 Lost and found

The registration desk serves as a lost and found. Identification or description of the lost item will be required.

9 Space rental - Rates

9.1 Industrial exhibition

9.1.1 Floor space only

For the space rental application form, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under APPLICATION FORMS.

Location: Exhibition area.

The cost (excluding VAT) for floor space rental is: **500€/sqm**

Cost includes: floor space + 3 complimentary exhibitor's badges per 9 sqm booth rented + complimentary coffee break (am and pm) + visibility in the online congress programme book + congress app.

The cost does not include the modular shell scheme structure.

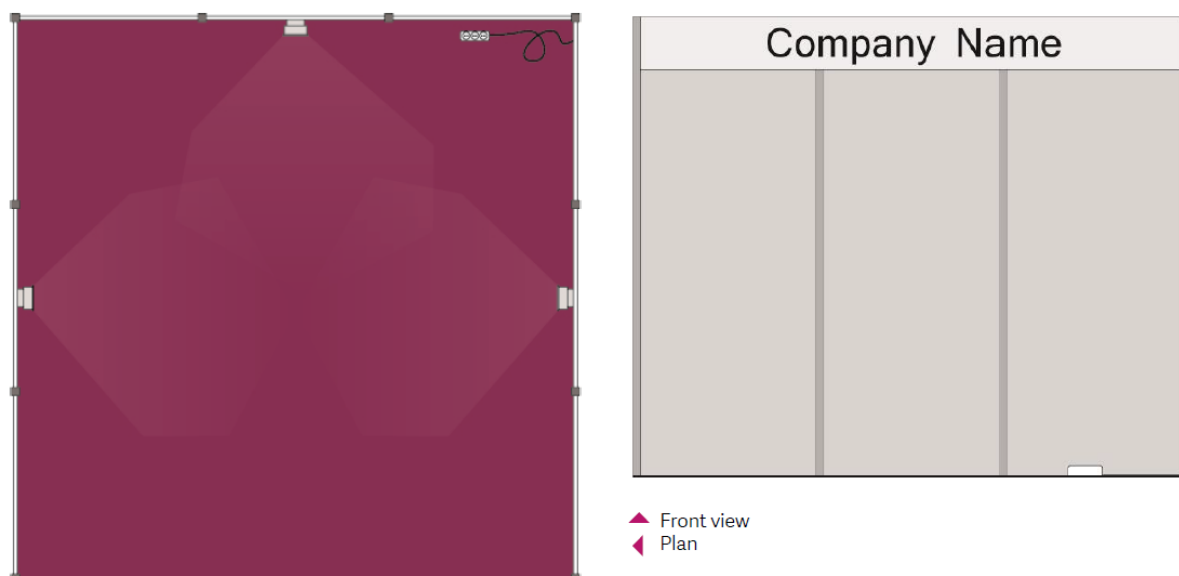
9.1.2 Floor space + modular shell scheme structure

For the space rental application form, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under APPLICATION FORMS.

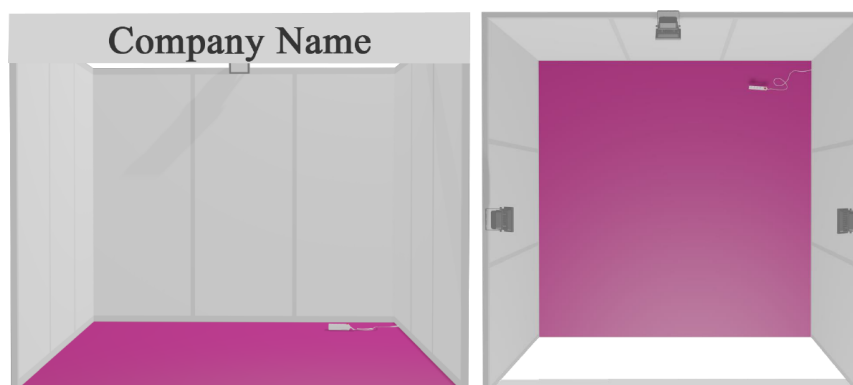
Location: Exhibition area.

The cost (excluding VAT) for floor space rental and modular shell scheme is: **600€/sqm**

▼ Technical drawing



▼ Render



The modular shell scheme package offered by ESTRO includes:

- White modular bilaminated panels with natural aluminum frame h.250cm
- Dark grey carpet flooring
- Fascia board with Company name and booth number
- Nr 3. LED spotlights
- Electrical line with nr 1. Multiple socket up to 3kw
- Basic daily cleaning (floor vacuuming and bins emptying)

+ structural build-up and dismantling

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

+ complimentary coffee break (am and pm)

+ visibility in the online congress programme book + congress app

Not included:

- Furniture / material / services not included in the standard booth package
- Wifi / Internet

9.2 Start-up corner

For the space rental application form, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under START-UP CORNER.

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 floor space rental and modular shell scheme is **1500€**.

The **6 sqm (3m*2m)** modular shell scheme package offered by ESTRO includes:

- White modular bilaminated panels with natural aluminum frame h.250cm
- Dark grey carpet flooring
- Fascia board with Company name and booth number
- LED spotlights
- Electrical line with nr 1. Multiple socket up to 3kw
- Basic daily cleaning (floor vacuuming and bins emptying)

+ structural build-up and dismantling

+ 2 complimentary exhibitor's badges

+ complimentary coffee break (am and pm)

+ visibility in the online congress programme book + congress app

Not included:

- Wifi / Internet
- Furniture / material / services not included in the standard booth package

9.3 Communities Pavillion

Cost of standard networking suite:

- ESTRO members: free of charge
- Non-members: 600 € + VAT

The space offered by the organiser includes:

- Furniture: 1 table + 2 chairs
- Space for 1 roll up (100x200cm)
- Access to electrical socket
- Pre-inauguration and basic daily cleaning
- Two regular exhibitor badges (giving access to the exhibition hall)
- Coffee breaks (am and pm)
- Open stage presentation during coffee breaks
- Visibility in the online congress programme book + congress App

Not included:

- Extra furniture / material
- Additional exhibitor orders

10 Technical specifications

10.1 MiCo technical regulations

For the MiCo technical regulations, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under REGULATIONS/EXHIBITOR MANUAL.

10.2 MiCo Mandatory forms for all exhibitors

10.2.1 INS Form

For the INS FORM, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under REGULATIONS/EXHIBITOR MANUAL.

Please be informed that the “all Risks” Insurance Coverage is **COMPULSORY for all Exhibitors**, as per MiCo Technical Regulations – Art. 7. All Exhibitors must complete the INS Form and send it to MiCo. Each Exhibitor must be insured in order to have access to the Congress Centre.

Exhibitors having their own Insurance Coverage must forward the two declarations indicated in the INS Form – Art. 6.c. a) and b) to the Insurance Broker Marsh (fiera.milano@marsh.com) for their approval 30 day before the Official Building Up Time. Exhibitors who do not have their own insurance coverage can book it via the online MiCo EXHIBITOR SERVICES WEBSITE. Please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under SERVICES.

10.3 MiCo Mandatory forms for FREE project stands

This does not apply to exhibitors who have ordered the modular shell scheme package to ESTRO.

Please find below the Compulsory application forms to be filled in and returned to Fiera Milano Congressi no later than **22 March 2019**:

10.3.1 Project layouts and technical plans

Exhibitors with free project stands must provide ESTRO with their booths design and technical plans (as per MiCo Technical Regulations – Paragraph 3.2.2.) no later than **4 March 2019**. Once the design approved, ESTRO will send the plans to MiCo for approval and will inform the Exhibitor accordingly.

10.3.2 SICU Form

For the SICU FORM, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under REGULATIONS/EXHIBITOR MANUAL.

Exhibitors with free project stands must complete and return a copy of the “SICU” application Form to the MiCo, attaching the required documents certifying the fire reaction of materials as per MiCo Technical Regulations – Paragraph 3.2.2/3.

10.3.3 APP Form – Rigging

For the APP - Rigging FORM, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under REGULATIONS/EXHIBITOR MANUAL.

In order to receive a quotation for the hanging, it is compulsory to fill in the rigging request form and send the following information:

- .dwg with the correct position of the points needed
- characteristics of the structures to hang
- total weight of the structures and waiving on each point
- height of the steel cables from the floor

Important notes:

- This service is available in MiCo HALLS on approval and against feasibility study of the Health and Safety Department. Fiera Milano Congressi will not provide the service if the structure is not feasible due to technical problems or not according to Exhibition’s regulations.
- The laying of the cables on fixed structures of MiCo is the exclusive jurisdiction of MiCo that will provide relative estimate of expenditure on specific project set-up and declaration of excess load.

10.4 Overall height of display

In the exhibition area, the maximum building height (from floor to top signage) is **7 meters** in AREA 1 and **4 meters** in AREA 2.

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 5 m**: a surcharge of **20% of the total amount** corresponding to the space rental will apply.

10.5 Floor loading

The maximum floor loading per sqm in the exhibition hall is **5000 kg/sqm**

10.6 Double deckers

Please refer to the SOP Form for detailed instructions and related regulations. Please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under REGULATIONS/EXHIBITOR MANUAL.

Additional costs for double deckers: a surcharge of **60%** of the official price per sqm will apply for the additional level.

11 Architectural guidelines

11.1 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 vcremades@estro.org and the Venue no later than **4 March 2019**. Booth design and structural plans will be valid once the Exhibitor has received the written approval from both ESTRO and the Venue.

11.2 Types of booths

11.2.1 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 neighbouring 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.

11.2.2 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 neighbouring 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.

11.2.3 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.

11.2.4 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.

11.3 Minimum size allowed

The minimum size allowed for a booth in the industrial exhibition is **9 sqm**.

11.4 See-through visibility

Booth structure, design and equipment display must ensure the visibility to neighbouring booths and have a suitably open appearance. Unless prior agreement with neighbour 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.

11.5 Decoration and arrangement of booth

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.

Exposed / rear sides of side and back walls of booths and displays must be finished according to best practices: white, plain (without partition) and kept clean. with electrical cables embedded in specific canals.

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.

11.6 Ceiling of booth

The top of the booths is visible and can be observed from the balcony. Therefore, ceilings of booths must be finished according to best practices.

11.7 Pillars constraints

In case of a **pillar coverage** by the company, the minimum size for coverage should be **2*2 meters** and the pillar should remain **accessible** (at least on one side) with a curtain or a door (in case key available onsite at the booth for any emergency).

Please refer to the following page for further details.

13 Satellite symposia

For the SATELLITE SYMPOSIUM form, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under APPLICATION FORMS.

13.1 Main contact

The company will provide ESTRO with the name of one person who will be responsible for the organisation of the satellite symposium. If several people are responsible for various aspects of the symposium, the company must inform ESTRO accordingly. If an agency is appointed to manage and organise the satellite symposium, the company must inform ESTRO and provide the agency name and contact person details. Only official agency representatives will receive information material from ESTRO.

13.2 Eligibility

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.

13.3 Timing

Satellite symposia will take place on Saturday 27, Sunday 28 and Monday 29 April 2019 from **13:15 to 14:15**.

13.4 Available slots and rates

Parallel session (5 slots per day) : 15,000 € (excl. VAT)

Exclusive session (1 slot per day) : 75,000 € (excl. VAT)

13.5 Satellite symposium package

The package includes:

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

13.6 Access

Participants fully registered to the congress, one day participants, company representatives wearing their exhibitor's badges, speakers and all persons involved in the organisation 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.

13.7 Rehearsal

A rehearsal session is possible for exclusive satellite symposia sessions with written approval of ESTRO. This service will involve additional costs.

13.8 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.

13.9 Programme

The programme must match the scientific mission of ESTRO and requires the written acceptance of ESTRO. The title and programme of the satellite symposium, name(s) of chairperson(s), speakers and titles of all presentations should be sent to ESTRO by **4 March 2019**.

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.

13.10 Speakers

13.10.1 Eligibility

Members of the congress scientific committee and Faculty and ESTRO congress speakers should not be offered/accept positions at industry-related satellite symposia or other public scientific activities organised by the industry within the framework, or in connection with the Event.

13.10.2 Speaker's registration

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

13.10.3 Speaker's presentations - Preview centre

For logistical reasons, companies organising a satellite symposium are required to use the speakers preview centre and follow the instructions that ESTRO prepares for its own speakers. Speakers presentations must be submitted to the preview centre **at least 3 hours before** the presentation.

13.11 Lunch boxes

All catering related to the satellite symposium session must be organised and ordered to ESTRO. A selection of lunch boxes will be made available by ESTRO to all satellite symposia organizers. Price per lunch box: **€ 20 (excl. VAT)**

13.12 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.

13.13 Disclaimer

ESTRO will ensure that satellite symposia are clearly distinguished from the Event scientific program. Also, it is the responsibility of the Exhibitors organizing a satellite symposium to use appropriate disclaimers in symposium advertising and programme materials so that a clear distinction is made between the industry satellite symposia and the congress scientific programme.

14 Industry activities

14.1 Social functions / special event

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 programme of the ESTRO Event or during ESTRO activities (this includes the pre-meeting courses and workshops).

Possible dates:

- **Saturday 27 April 2019 as of 19:00** (Please note that the ESTRO Presidential reception is held on that evening)
- **Sunday 28 April 2019 as of 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

14.2 Meetings

During the congress hours, ESTRO allows exhibiting companies to organise 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.

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

14.3 Networking evening

The Networking evening is the official opening of the exhibition and is held in the exhibition area on **Friday 26 at 19:00 – 21:00**.

This year, Congress participants, ESTRO leadership and key players will all be there to benefit from this networking moment taking place in the largest exhibition in radiation oncology in Europe.

This will be the time for you, Exhibitors, to successfully introduce show-case your latest developments in the field.

14.3.1 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: 5 slots (no more than one slot per company or booth)
- Booking of slots: on a first-come, first-served basis – the exact timing of slots is defined by ESTRO according to a crowd management plan.

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.

14.3.2 Catering

During the networking evening, companies have the possibility to offer catering to the congress participants. All catering orders must be submitted to ESTRO for prior approval.

14.4 ESTRO main activities

For your information, here are the main different activities held by ESTRO outside the scientific sessions:

Friday 26 April 2019	19:00 – 21:00	Networking evening (official opening of the exhibition area to the public). All booths exhibiting must be staffed.
Saturday 27 April 2019	18:30 – 19:30 19:30 – 23:00	Poster awards ceremony Presidential reception
Sunday 28 April 2019	19:00 – 20:00	ESTRO Super Run
Monday 29 April 2019	21:30 – 02:00	ESTRO Afterdinner event

15 Catering services

Catering can be ordered via the online MiCo EXHIBITOR SERVICES WEBSITE. Please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under SERVICES.

16 Meeting rooms

For the MEETING ROOMS application form, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under APPLICATION FORMS.

The following meeting rooms are available for exhibiting companies within the congress centre from **8:00 to 18:00**.

Room	MAX capacity	Fixed set-up
Office 10	8	Boardroom
Office 11	8	Boardroom
Office 12	8	Boardroom
Office 13	8	Boardroom
Office 14	8	Boardroom
Office 15	8	Boardroom
Office 16	8	Boardroom

Orders must be made to ESTRO egiusti@estro.org and are subjected to availability. Orders will be processed based on the 3 round bookings and upon submission of the meeting room request form.

The cost for meeting rooms will be provided in a quotation sent by ESTRO upon receipt of order.

17 Sponsoring and advertising

For the Congress PROMOTIONAL BROCHURE, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under SPONSORING AND ADVERTISING.

To be eligible to benefit from the visibility offered by the sponsoring and advertising opportunities, the company must be registered as Exhibitor at the ESTRO Event.

18 ESTRO booking forms

For all BOOKING FORMS, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under APPLICATION FORMS.

19 Official suppliers

For the links to the OFFICIAL SUPPLIERS, please click on <https://www.estro.org/congresses-meetings/articles/estro-38-exhibition> under SERVICES.

20 Any other information

Please refer to our congress webpage [ESTRO 38](#) or contact Valérie Cremades vcremades@estro.org (+ 32 2 775 93 41).

21 Important deadlines

1 st round booking (Gold Corporate members only)	as of 12 October 2016, 15:00 CET
2 nd round booking (Corporate members only)	as of 18 October 2016, 15:00 CET
3 rd round booking (open to who Industry)	as of 24 October 2016, 15:00 CET
Deadline for booth cancellation with 50% refund	15 November 2017
Submission full dimensional plans and booth design to ESTRO (for free-project booths)	5 March 2018
Submission of satellite symposium programme and speakers names	5 March 2018
Submission of lunch bags order	5 March 2018
Exhibitor pre-registration	Start on 4 April 2018
Deadlines related to Satellite symposia, sponsoring and advertising opportunities	<i>Refer to our detailed brochure on our webpage ESTRO 37 under Exhibition & Industry \Sponsoring and advertising</i>