

Exhibitor Manual

Contacts

Conference Officer

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Marketing Officer

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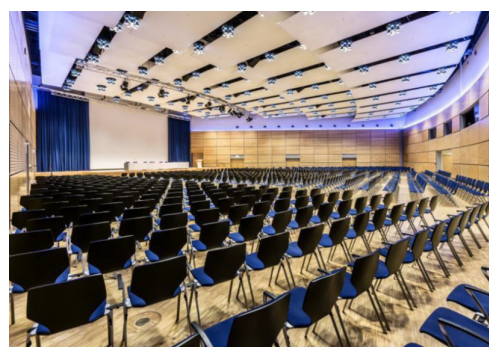


Venue



Messe Essen
Messe West
Messeplatz 1
45131 Essen
Germany

URL: www.messe-essen.de/messeplatz-essen



Venue Travel information

Düsseldorf Airport is a 20-minute drive from the Essen exhibition grounds and is also well-connected by train. In the middle of the arrivals level of Terminal B there is a separate information counter for Messe Essen. Additionally, Essen/Mülheim airport is just 10 minutes' drive from the exhibition centre. For more information, please see here:

www.messe-essen.de/exhibition-organisers/arrival

Conference Website

www.eacr.org/conference/goodbyeflatbiology2025



[/EACR.org](https://www.facebook.com/EACR.org)



[@EACRnews](https://twitter.com/EACRnews)



[@helloeacr](https://www.instagram.com/helloeacr)



European
Association for
Cancer Research

Key Deadlines

26 August 2025

- Participant registration and payment deadline
- Deadline to register your stand representatives
- Cut-off to book your representatives' conference dinner tickets (*please note that tickets may run out before this date*)
- Deadline to send Industry Symposia/Spotlight titles and speaker names
- Deadline to send pocket programme advertisements and video advertisements

Trade Exhibition

Exhibition times

- Trade exhibition opens: **13:00 on Tuesday 23 September 2025**
- Trade exhibition closes: **10:45 on Thursday 25 September 2025**

For key times and sessions, please visit the conference website (page 1).

Exhibition stand setup

- Set up date and time: **from 09:00 on Tuesday 23 September 2025**. Materials will only be stored by prior arrangement with the official shipping agent (page 5). Each exhibitor is responsible for the collection of materials from the official shipping agent on Tuesday 23 September, and for moving materials to and from their stand. EACR staff will be on hand to support.
- Dismantling date and time: **10:45 on Thursday 25 September 2025**
- Stand equipment collection by prior arrangement with the official shipping agent: **no later than 14:00 on Thursday 25 September 2025**

If an early dismantling time is required for logistical reasons then please contact the Conference Officer (see page 1) at least two weeks before the meeting.

Accommodation

Exhibitor packages do not include accommodation. Essen is a vibrant city in the North Rhine-Westphalia region of Germany. For suggestions of where to stay, as well as further travel information, we recommend that you go to www.visitessen.de/startseite_14/Startseite.de.html.

WARNING: Targeting of participants & exhibitors by 'housing services' or 'travel agents'

Third-party companies may target EACR conference speakers, participants, and exhibitors. These companies may call or email you, falsely claiming to be the official accommodation partner and making false claims about themselves in order to obtain your credit card information. Please note that the EACR has no agreement or affiliation with these providers and we recommend that you do not give any information to them.

Exhibition stand

Final stand numbers are as published on the sponsors page of the conference website. Stand positions may be moved at the discretion of the organisers.

Each exhibitor will be allocated a 3x2m area that features:

- 1 undraped table (180cmx45cm)
- two chairs
- access to a low voltage power supply

Any equipment you bring must fit into the allocated space (see below). We reserve the right to remove to anything outside the allocated space. Please contact us if you need more information about stand space.



Stand representative registration

All stand representatives should be registered via this link: [share. hsforms.com/1nx_uMg2pRUmd2zlhsi6n2g22kxi](https://hsforms.com/1nx_uMg2pRUmd2zlhsi6n2g22kxi). The short online form will need to be completed for each exhibitor you are sending to the conference.



- Symposium packages include 2 registrations, plus 1 additional ticket for the speaker
- Spotlight packages include 1 registration, plus 1 additional ticket for the speaker
- Classic packages include 1 registration
- A maximum of 1 additional exhibitor registration per exhibitor package may also be purchased for €300. Any further registrations should be made at the industry rate directly through the conference website.

You can contact the Marketing Officer (page 1) to purchase an additional exhibitor registration or conference dinner tickets. The deadline to send all information regarding your representatives is **26 August 2025**.

Exhibitor Introduction – Tuesday 23 September at 14:30

One representative from each company will be invited on stage for a 60-second ice-breaker presentation. This is simply an informal introduction of your company designed to boost interaction between delegates and exhibitors, and does not require any slides or abstract. The EACR team will brief the representatives shortly before the session.

Pocket Programme

One printed Pocket Programme will be provided to each exhibiting company (please ask if more copies are required). Full page adverts in the pocket programme can be purchased; contact the Marketing Officer (page 1) for more information.

Participants' contact details

A checkbox is available at registration where participants can agree to share their details with exhibitors. The EACR will send you the full list of participants who 'opted-in' shortly before the conference. We will send you the following information: first name, last name, email address, where available. Your company is responsible for ensuring that any use of this data, and any further data collected on site, complies with all applicable data protection legislation. Badge scanners are not available.

**Wi-Fi**

Free Wi-Fi is available throughout the venue.

Refreshments

All stand representatives will receive tea/coffee refreshments and lunches. Exhibitors are invited to help themselves to coffee and lunch before the participants.

Conference dinner

The conference dinner will take place at 19:30 on Wednesday 24 September at the Kiepenkerl restaurant, which is just under 15 minutes from the conference venue by public transport and which offers traditional German cuisine with a modern twist. Tickets are not included in exhibitor packages and can be purchased for €65 each. The cut-off date to buy conference dinner tickets is **26 August 2025**.

Shipping

The venue has strict requirements for shipping. If you wish to ship items to the venue for this conference, **you must use the venue's approved provider, Schenker Deutschland.**

Schenker Deutschland requires all shipping to be pre-arranged via email. You should contact fairs.essen@dbshenker.com with the following details no later than 1 month before the conference begins:

- Your company name
- Hall (**CC West**) and room (**Foyer OG** for stands **1-4**; **Panorama Hall** for stands **5-14**)
- EACR Goodbye Flat Biology conference (23-25 September 2025)
- Your invoice address (with valid VAT Number)
- Estimated time of arrival at our warehouse (Monday 22 September recommended)
- Total number of packages
- Delivery date and time to the booth (09:00 Tuesday 23 September recommended)
- Storage of empties: yes/no
- Collection date (25 September 2025, 14:00 onwards)

The venue staff are unable to accept deliveries on behalf of exhibiting companies. You should coordinate with Schenkler Deutschland regarding onsite delivery to your stand.

Exhibition representatives may bring items to the conference themselves on Tuesday 23 September if preferred.

Parcels containing sponsored pens, notepads, or flyers for the literature table should be **clearly identified and sent separately from stand equipment.** See page 7 for more information on these items.

As this is a **table-top exhibition**, we highly recommend that you **do not bring heavy equipment.** If you feel this is essential for your exhibition, **you must contact the EACR for approval no later than 1 month before the conference.** If you have any doubts at all about the items you intend to bring to this conference, please contact the Marketing Officer (page 1).

Symposium & Spotlight Sponsors

Industry Symposia (Symposium package) are 30-minute sessions. This is comprised of a 20-minute talk followed by 10 minutes for questions.

Industry Spotlights (Spotlight package) are 15-minute sessions. This does not include a separate Q&A section as standard, but you are welcome to take questions if time permits.

Pocket Programme announcement

The EACR offers promotional support to assist in obtaining good attendance at each Industry Symposium & Industry Spotlight.

Please send the title of your Industry Symposium/Spotlight and the name of the speaker no later than **26 August 2025** in order for these details to be included in the printed Pocket Programme for the announcement of your session. Session titles are subject to approval by the Scientific Programme Committee.

Note: These sessions are fully embedded in the conference programme, and should therefore be a scientific presentation rather than a marketing presentation. You can send us the content of the talk if you are unsure of its suitability.

Advertising

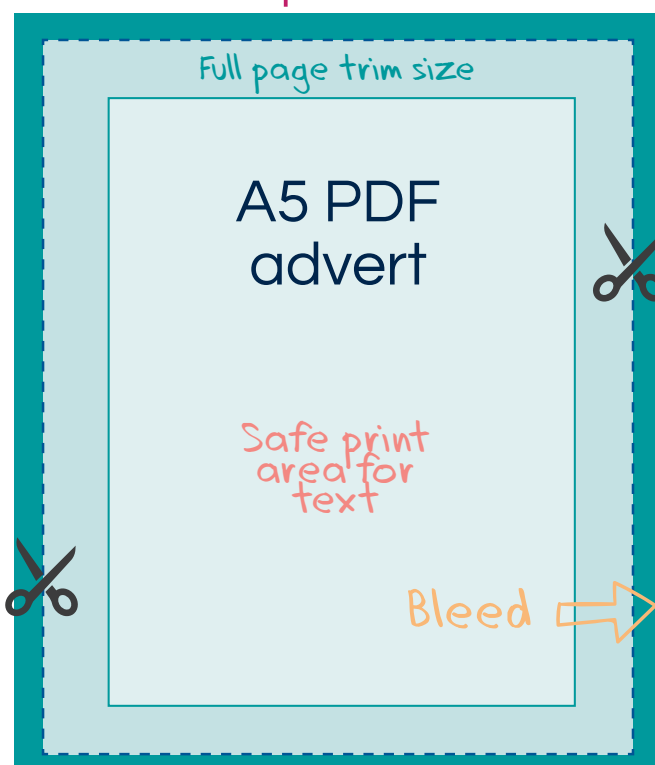
Pocket Programme Advert

Advertisements in the Pocket Programme are not included in exhibitor packages and are available to purchase as an optional extra for €500.

Advertisements should be A5 colour portrait in high-resolution PDF format with the following specifications:

- Advert area trim: 148mm x 210mm
- With bleed: 154mm x 216mm (3mm bleed)
- Safe print area for text: 128mm x 190mm

Advert specifications



Artwork should be sent to the Marketing Officer (page 1) no later than **26 August 2025**.

Video Advertising

Video advertisements are not included in exhibitor packages and are available to purchase as an optional extra for €500 per 30 seconds of video, with a maximum length of 5 minutes. This will be played three times during the conference.

Each advertising break will take place directly before or after a scientific session and will be a maximum of 5 minutes long, grouping videos together as required.

Videos should be sent as an MP4 with H. 264 video codec and AAC audio codec and sent to the EACR via a file sharing service i.e. Dropbox or WeTransfer

Video advertisements should be sent directly to the Marketing Officer (page 1) no later than **26 August 2025**.

Additional advertising opportunities

Additional sponsorship and advertising opportunities are available to purchase, contact the Marketing Officer (page 1) for more information.

- **Notepads:** Must be A4 or A5 in size, at least 10 pages each, with at least 80-90% of each page free from design/branding
- **Flyers for literature table:** Maximum size accepted is a single sheet of A3 to be folded in to A4

After the registration deadline we will inform sponsors of the approximate number of participants so they can send an appropriate amount of material.

Booking terms

Further general information, including terms regarding cancellation, can be found in the Registration Terms & Conditions, which are agreed to at the time of booking: www.eacr.org/service-terms