Exhibitor Manual

Contacts

Conference Secretariat

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Venue contact- Harnack House

Daniel Sieber
Telephone: +49 30 8413 3800
URL: www.harnackhaus-berlin.mpg.de

Email: info@harnackhaus-berlin.mpg.de

Conference Website

www.eacr.org/conference/imagingcancer2020

Social Media

Facebook www.facebook.com/EACR.org
@EACRnews
#ImagingCancer20
LinkedIn www.linkedin.com/company/4002962
@helloeacr

Key Deadlines

31 July 2020
Registration and Payment

12 August 2020
Send artwork for Programme Book advert
Send details of Industry Symposium/Spotlight

from 03 to 04 September 2020
Shipping of literature and stand materials to arrive on these days
Venue Information

Location
Harnack House
Ihnestr. 16-20
14195
Berlin
Germany

Venue Travel Information

Directions from the City Centre

Harnack House is located southwest of Berlin City Centre in the Dahlem district. It is easily accessible by S-Bahn (local train service) and U-Bahn (subway). The closest U-Bahn station is Thielplatz.

From Central Station Hauptbahnhof use the S-Bahn city train S7 towards Potsdam Hauptbahnhof and get off at Zoologischer Garten. There change for underground line U9 towards Rathaus Steglitz and get off at Spichernstraße. Then change for underground line U3 towards Krumme Lanke and get off at Thielplatz. Leave the underground station by walking in the direction of travel and using the left exit. Walk south for 100 metres along Brümmerstrabe, and you will find Harnack House on the left side.

From Südkreuz Station use the S-Bahn city train S41 Ringbahn and get off at Heidelberger Platz. There change for underground line U3 towards Krumme Lanke and get off at Thielplatz. Leave the underground station by walking in the direction of travel and using the left exit. Walk south for 100 metres along Brümmerstrabe, and you will find Harnack House on the left side.

Travelling directly from the airport

For full information about Berlin's airports and travelling from them, visit www.berlin-airport.de.

From Berlin Tegel Airport (TXL) use bus 109 towards Zoologischer Garten. Change at Jakob-Kaiser-Platz for underground line U7 towards Rudow and get off at Fehrbelliner Platz. There change for underground line U3 towards Krumme Lanke and get off at Thielplatz. Leave the underground station by walking in the direction of travel and using the left exit. Walk south for 100 metres along Brümmerstrabe, and you will find Harnack House on the left side.

From Berlin Schönefeld Airport (SXF) use bus 171 to underground station Rudow. There change for underground line U7 towards Rathaus Spandau and get off at Fehrbelliner Platz. Then change for underground line U3 towards Krumme Lanke and get off at Thielplatz. Leave the underground station by walking in the direction of travel and using the left exit. Walk south for 100 metres along Brümmerstrabe, and you will find Harnack House on the left side.
Travelling by car
If you arrive via highway A 115 take exit Hüttenweg number 2, turn right towards Dahlem until you reach the junction with Clayallee. Turn right onto Clayallee, then at the next crossroads turn left onto Saargemünder Straße. After 300 metres, turn right onto Ihnestraße where you will find Harnack House immediately in front of you.

Parking:
The conference venue has two car parks at its disposal (Ihnestraße 19 and Harnackstraße 1).

Trade Exhibition

Wi-Fi
Free Wi-Fi is available at Harnack House. Ask at registration desk.

Core trade times
• Trade exhibition opens: 12.00 on Monday 07 September
• Trade exhibition closes: 17.00 on Tuesday 08 September
For key times and sessions, please visit the conference website.

Build up and breakdown
• Set up date and time: 09.30 - 12.00 on Monday 07 September
• Dismantling date and time: 17.00 on Tuesday 08 September
• Stand equipment collection deadline: Wednesday 09 September by 16.00
If an early dismantling time is required for logistical reasons then please contact the Conference Secretariat at least two weeks before the meeting.

Stand representative registration
All stand representatives should be registered via this link www.eacr.org/conference/imagingcancer2020/exhibitor-registration. They will need to complete a short online form to create an account on the conference website, and then click ‘Register’ and enter dietary requirements and contact preferences.
• Elite & Premium packages include 2 registrations
• Classic packages include 1 registration
• A maximum of 1 additional exhibitor registration per exhibitor package may also be purchased.

Access to scientific sessions
All packages include 1 or 2 conference registrations with access to all of the scientific sessions. However, any additional exhibitor registrations purchased outside of the original package do not include access to scientific sessions or to the lecture theatre.
Exhibitor Introduction – Monday 07 September 15:05
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.

Refreshments
As agreed under the terms of sponsorship and exhibitor published tariffs, 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 on Tuesday 08 September 2020 at 19.30 at Harnack House:
- The Elite & Premium sponsors are offered 2 complimentary tickets.
- Classic sponsors are NOT offered any complimentary tickets.
Additional Conference Dinner tickets can be purchased for €45.

Programme Book
One printed Conference Programme Book will be given to each exhibitor (please ask if more copies are required).

Participants’ contact details
The printed Programme Book will include a list of participants who opted-in to sharing their name and email address in this way. We will not share this list electronically. 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.

Accommodation
The exhibitor packages do not include accommodation. Visit the conference website for more information.

WARNING
Targeting of participants & exhibitors by ‘housing services’ or ‘travel agents’

The EACR has learned that third-party companies are targeting EACR conference speakers, participants and exhibitors. These companies may call or email you falsely claiming to be the official accommodation partner, and make 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 conference website. Stand positions may be moved at the discretion of the organisers.

The table top exhibition will take place in the same rooms as refreshments and posters. Each exhibitor will be allocated a 3x2.5 m area that features:

- 2 undraped tables (1.2x0.6 m each)
- two chairs
- access to a low voltage power supply

*Any items exceeding an exhibitor’s assigned area will be removed from the exhibition. Please contact us if you need more information about stand space.*

Exhibition stand

(*3m by 2.5m with 2 tables and 2 chairs*)
Shipping

Please contact Harnack House to organise a delivery.

Clearly labelled parcels may arrive (by prior arrangement only) from 03 September and by 04 September 2020 at the latest.

**Parcels containing inserts should be clearly identified and sent separately from stand equipment. See page 7 for more information on inserts.**

Contact: Daniel Sieber
Telephone: +49 30 8413 3800
Email: info@harnackhaus-berlin.mpg.de

Shipping address

Harnack Haus
EACR conference Imaging Cancer
<Name of your company>
Ihnestraße 16-20
14195 Berlin
GERMANY

Stand equipment

The venue reserves the right to refuse deliveries other than on agreed dates or by prior agreement. Deliveries will only be accepted during office hours. All items delivered must be clearly marked with the name of the consignee, the event name, date of the event. Goods / deliveries received will remain at consignor’s own risk the venue accepts no liability for items delivered.

Every effort will be made by the venue to place stripped materials/equipment as close to the designated stand where possible. However in circumstances where this is not possible it will be the responsibility of the exhibitor to organise this with the EACR Conference Officer onsite.

Collection of Stand Equipment post meeting

Stand dismantling date and time: from 17.00 on Tuesday 08 September
Stand equipment collection deadline: Wednesday 09 September by 16:00

It is the responsibility of exhibitors to arrange the collection of their items post event. The venue will not act as consignor in these instances.
Conference Pack Inserts

Inserts may be a maximum of one A3 sheet folded to the size of A4 (four sides of A4). If you wish to include anything other than paper/card please contact us and we will assess on a case-by-case basis.

**Parcels containing inserts should be clearly identified and sent separately from stand equipment.** If the inserts can not be easily identified at the time of packing, these will be placed on a literature table for participants to help themselves. You can use the label below to stick on your parcel at the time of shipping.

**INSTRUCTIONS**
- Save the PDF and open with Acrobat Reader
- Print page 7 only
- Cut out the section below
- Stick it nicely on your parcels in addition to shipping information
Elite & Premium Sponsors

This page applies to Elite and Premium sponsors only.

Please send all content below directly to caroline.moulins@eacr.org no later than 12 August 2020.

- Title of scientific session
- Name of speaker
- Elite: logo/banner + 200 words text
- A5 Advert for programme book

The EACR offers promotional support to assist in obtaining good attendance at each Industry Symposium & Industry Spotlight, which include the following:

Programme Book announcement

The Industry Symposium/Spotlight will be announced in the Programme Book to encourage participation. Please send the title of the session and the name of the speaker on time in order for these details to be included in the printed Programme Book.

Programme Book advertising

See page 9 for specifications of the advert.

Promotional email (for Elite only)

The promotional email will be sent approximately one week before the Conference to all participants. Please send:

- 200 words of text about the session and/or your presence at the conference.
- An image: either a logo which will be aligned to the right of the text, or a banner of 728 pixels wide and up to 90 pixels high, which will cover the full width of the email.

Note: These sessions are fully imbedded 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

Please send your advert below directly to caroline.moulins@eacr.org no later than 12 August 2020.

Programme Book Advert

One A5 full page colour advertisement in the printed and online Conference Programme Book is included in the Elite and Premium packages or can be purchased.

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*

*Please note that books are spiral-bound so it is important to keep within the safe print area.