Exhibitor Guide

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Key Dates
Programme Book advertising: artwork deadline 13 January 2020
Shipping of literature and stand materials: to arrive 10 – 11 February 2020

Elite Sponsor only:
Send details of Industry Symposium: 13 January 2020

Key Information and Contacts
Conference Website

www.eacr.org/conference/lifeordeath2020

Exhibition Floor Plan
Sponsors Page

Conference Secretariat
European Association for Cancer Research
FAO: Laura Strachan
Sir Colin Campbell Building, UNIP
Triumph Road
Nottingham, NG7 2TU
UK

Social Media

Like our Facebook page

Conference hashtags:
#EACRLifeOrDeath20
Twitter: @EACRnews

Follow our EACR LinkedIn page

Follow our Instagram

Tel: +44 (0) 115 951 5065
Email: laura.strachan@eacr.org
Website www.eacr.org
Venue Information

Location
Centro Congressi Giovanni XXIII
Viale Papa Giovanni XXIII, 106
24121 Bergamo
Italy

Contact
Telephone: +39 035 236435
Email: info@congresscenter.bg.it
URL: www.congresscenter.bg.it

Wi-Fi
Free Wi-Fi is available at the Centro Congressi Giovanni XXIII.

Venue Travel Information (information also available on the conference website)

Staying in Bergamo
Bergamo is a historic city in the Lombardi region of Italy. For suggestions of where to stay, as well as further travel information, we recommend that you go to www.visitbergamo.net/en/.

Directions
From Bergamo Railway Station: Cross the main road outside the station, and walk along Viale Papa Giovanni XXIII. The venue will be on your left after around 100 metres.

From Orio Al Serio Airport: Take the airport shuttle bus to Bergamo station – the journey takes around 20 minutes. Buses run frequently from 05:18 to 00:00 every day, and tickets can be bought for €2.00 from the airport ticket office or local newsagents.

From Linate Airport: Linate Airport (LIN) is 52km from the venue, and the journey takes around 45 minutes by taxi / shuttle. There is a direct 35 minute train from Pioltello Limito station which can be easily reached by bus or taxi.

From Malpensa Airport: Milan Malpensa Airport (MXP) is 90km from the venue, and the journey takes around 80 minutes by taxi / shuttle. A direct bus service connects Malpensa Airport to the downtown area of Bergamo. Connecting trains via Milan Central Station are also available.

By car: From the Bergamo motorway exit, follow the signs 'centro città'- 'stazione'. Once in the centre, at the traffic lights on Via Bonomelli, turn left into Via Papa Giovanni XXIII. You will see the Centro on the left before the next crossroads with Via Paleocapa. The nearest paid parking is on Via Paleocapa.
Trade Exhibition

Core trade times
Trade exhibition opens: 12:30 on Wednesday 12 February
Trade exhibition closes: 13:30 on Friday 14 February
For key times and sessions, please click here to access the conference programme.

Build up and breakdown
Final stand numbers are as published on the conference website. Stand positions may be moved at the discretion of the organisers.

- Set up date and time: 09:00 on Wednesday 12 February
- Dismantling date and time: 13:30 on Friday 14 February
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 register via https://www.eacr.org/conference/lifeordeath2020/exhibitor-registration. They will need to complete a short online form to create an account on the conference website, and then click ‘Register’ to enter dietary requirements and contact preferences. A maximum of 1 additional pass per exhibitor package may also be purchased.

Exhibitor Introduction – Wednesday 12 February, 15:10
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 slide or abstract. The EACR team will brief the representatives shortly before the session.

Exhibition stand
The table top exhibition will take place in the same rooms as lunch and posters. Each exhibitor will be allocated a 2.5m x2m area that features:
- 1 undraped table (150x80 cm)
- two chairs
- access to a low voltage power supply

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 the evening of Thursday 13 February.
- The Elite sponsor is offered two complimentary tickets.
- The Premium sponsor is offered two complimentary ticket.
- Classic sponsors are NOT offered any complimentary tickets.
- Conference Dinner tickets can be purchased for €50: please contact the Conference Secretariat to arrange this.

Access to scientific sessions
Exhibitors may attend all of the scientific sessions, which will take place in the lecture theatre.

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

If you have specific queries about the shipping of literature and stand equipment, please contact the venue directly:

Contact: Chiara Vitali
Telephone: +39 035 236435
Email: info@congresscenter.bg.it and c.vitali@congresscenter.bg.it

Inserts
Clearly labelled inserts and literature may arrive (by prior arrangement only) from 10 February and by 11 February 2020 at the latest, addressed to:

Centro Congressi Giovanni XXIII
Making it Personal 2018
<Name of your company> conference bag inserts
Viale Papa Giovanni XXIII, 106
24121 Bergamo
Italy

Stand equipment
Stand equipment may arrive from 10 February and by 11 February 2020 at the latest, addressed to:

Centro Congressi Giovanni XXIII
Making it Personal 2018
<Name of your company> stand equipment
Viale Papa Giovanni XXIII, 106
24121 Bergamo
Italy

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. Please contact the Centro Congressi to organise a delivery.

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.
Advertising

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.

Please send all content below directly to caroline.moulins@eacr.org no later than 13 January 2020.

Programme Book advertising
One A5 full page colour advertisement in the printed and online Conference Programme Book is included in the Elite and Premium sponsorship 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

Industry Symposium advertising (for Elite sponsor only)
The EACR offers promotional support to assist in obtaining good attendance at the Industry Symposium, which includes a detailed announcement in a special promotional email to all conference participants.

Programme Book: The Industry Symposium 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 programme.

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

- For your announcement in the email please send up to 200 words of text about the symposium and/or your presence at the conference.
- You can also send an image: either a logo which will be aligned to the right of the text, or a banner of 530 pixels wide and up to 80 pixels high, which will cover the full width of the email.

Industry Spotlight session advertising (for Premium packages only)
Please send us the title of the session and the name of the speaker in order for these details to be included in the programme book and in the promotional email sent to all participants a week before the conference begins.