

Exhibitor Manual

Contacts

Conference Officer

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Marketing Officer

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Venue contact - L'Ecole Normale Supérieure de Lyon

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Conference Website

www.eacr.org/conference/persistercells2025



/EACR.org



@EACRnews



@helloeacr



European
Association for
Cancer Research

Key Deadlines

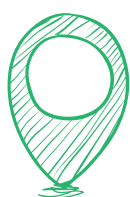
17 February 2025

- 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

Monday 10-Friday 14 March 2025

- Please aim to have any item(s)/materials delivered **on these days only**. If this will not be possible, **contact the venue** (page 1) to discuss alternative arrangements.

Venue Information



Location

École Normale Supérieure de Lyon
(Site Monod)
Amphithéâtre Charles Mérieux
Place de l'École
69007
Lyon Cedex 07



Venue Travel information

The conference centre is a stone's throw from the banks of the Rhône and the new Confluence district. It is well-served by public transport and just 15 minutes from the city's Perrache and Part-Dieu train stations. Find out more about how to get there on the venue's website here: www.ens-lyon.fr/campus/en-pratique

Trade Exhibition

Exhibition times

- Trade exhibition opens: **11:30 on Tuesday 18 March 2025**
- Trade exhibition closes: **10:45 on Thursday 20 March 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 18 March 2025**. The venue will store all materials once they arrive. Each exhibitor is responsible for moving their materials to their stand. EACR staff will be on hand to support.
- Dismantling date and time: **10:45 on Thursday 20 March 2025**
- Stand equipment collection: **Friday 21 March 2025**

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

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 3 x 2 m area that features:

- 1 undraped table (140 cm x 80 cm)
- two chairs
- access to a low voltage power supply

All exhibitors must bring an extension cable with them and, if required, European plug adaptors. Power is provided by the venue but may not be directly next to or beneath your exhibition space. EACR staff will not have extensions cables available to borrow.

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



Stand representative registration

All stand representatives should be registered via this link: share.hsforms.com/1TPmUMJetQHqO_adCcUSW/w22kxi. 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 **17 February 2025**.



Other useful information

Exhibitor Introduction: Tuesday 18 March at 14:40

One representative from each company will be invited on stage for a 60-second ice-breaker presentation. This is an informal introduction of your company designed to boost interaction between delegates and exhibitors, and does not require any slides or an 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, and 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 light lunches. We ask our caterers to bring out food and refreshments early; exhibitors are invited to help themselves before the participants leave the lecture hall. A tap is available at the back of the amphitheatre for filling water bottles between catered sessions; please ask the onsite team if you are unsure where this is.

Conference Dinner



The Conference Dinner will take place at 19:30 on Wednesday 19 March at the delightful La Maison restaurant, which is around 10 minutes' walk from the conference venue. Tickets are not included in exhibitor packages and can be purchased for €57 each. The cut-off date to buy Conference Dinner tickets is **17 February 2025**.

Parking

A car park is available at the back of the amphitheatre for your use if required. Please note that this car park is the property of L'Ecole Normale Supérieure de Lyon, a public venue. Vehicles and any belongings within are left at your own risk.

Shipping


Clearly labelled parcels may arrive **between Monday 10 and Friday 14 March 2025**. Please note that the venue is closed at weekends, so deliveries should be arranged on weekdays only. **Collection of any parcels to be returned should be arranged for Friday 21 March 2025**.

To enable the venue team to keep track of all expected deliveries and collections, **you should email a copy of both the delivery and the collection confirmation from your courier to Patrick Boni** (patrick.boni@ens-lyon.fr, cc'ing maison.courrier@ens-lyon.fr) once this has been booked. Please note that Patrick has very limited English; we therefore **recommend that you include a French translation** within the email.

You should not bring heavy equipment; if you feel this is essential for your exhibition, **you must contact the venue for approval no later than 1 month before the conference**. It is your responsibility to arrange delivery of heavy items (including offloading upon arrival) with the venue directly. Please note that the venue reserves the right to refuse unapproved deliveries.


Parcels containing sponsored pens, notepads, or flyers for the literature table should be clearly identified and sent separately from stand equipment. See page 8 for more information on these items.

Shipping address



EACR conference: Persister Cells: from Bacteria to Cancer
18-20 March 2025, Amphithéâtre
<Name of your company>

École Normale Supérieure de Lyon
Maison du Courrier
9 Ru de Vercors
69007 LYON



Delivery of stand equipment

The venue reserves the right to refuse any deliveries arriving on non-agreed dates. 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 the consignor's own risk; the venue accepts no liability for items delivered.

Delivery of stand equipment continued

Every effort will be made by the venue to place shipped materials/equipment as close to the designated stand as 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 (see page 1) onsite.

Accommodation

The exhibitor packages do not include accommodation. Lyon is a historic city in the Auvergne-Rhône-Alpes region of France. For suggestions of where to stay, as well as further travel information, we recommend that you go to www.onlylyon.com/en

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.

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 and Industry Spotlight.

Please send the title of your Industry Symposium/Spotlight and the name of the speaker no later than **17 February 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

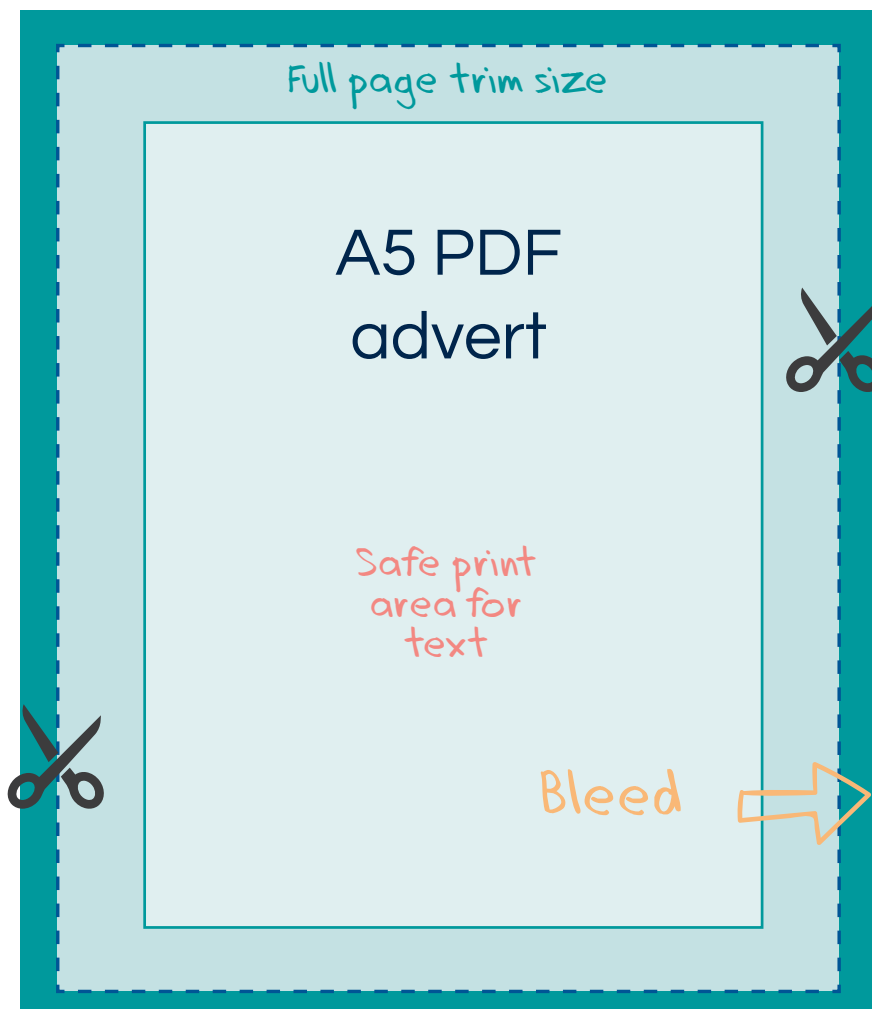
Advertisements in the Pocket Programme are available to purchase for €500.

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

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

Artwork should be sent to the Marketing Officer (page 1) no later than **17 February 2025**.

Advert specifications



Video Advertising

Video advertisements 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 **17 February 2025**.

Additional advertising opportunities

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

Specifications for relevant sponsorship options:

- **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 into A4

After the registration deadline, we will inform you of the approximate number of participants so you 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