Exhibitor Manual

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Contacts

Conference Officer

Chris Iliffe
christopher.iliffe@eacr.org

Marketing Officer

Steph Milsom
stephanie.milsom@eacr.org

Conference Website

www.eacr.org/conference/cancergenomics2026

Venue Information

Messe Essen
Messe West, Messeplatz 1
45131 Essen
Germany

www.messe-essen.de/messeplatz-essen

Venue contact

Loreen Glattkowski | +49 201 7244 327 | loreen.glattkowski@messe-essen.de

Travel

Düsseldorf Airport is a 20-minute drive from the exhibition grounds and is well connected by train. It offers flight connections to over 170 cities in Germany and abroad. There is a Messe Essen information counter in the middle of the Terminal B arrivals level. For information about Essen itself, we recommend you visit:
www.visitessen.de/startseite_14/Startseite.en.html

/EACR.org

@helloeacr

@helloeacr

European Association for Cancer Research

KEY DEADLINES
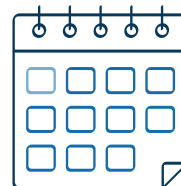
Monday 13 April 2026

- Participant registration and payment deadline

- Register your stand representatives *(see page 5)*

- Book conference dinner tickets *(spaces may run out before this date)*

- Send Industry Symposia/Spotlight titles and speaker names *(see page 8)*

- Send advertisement content *(see page 9)*

Monday 04-Monday 11 May 2026

- We recommend that you arrange for any item(s)/materials to be delivered in the week before the conference begins, up to Monday 11 May. Exhibition staff may bring items themselves if preferred *(see page 12 for further details)*. If this will not be possible, contact stephanie.milsom@eacr.org to discuss alternative arrangements.

TRADE EXHIBITION

Exhibition times

- Trade exhibition opens: 14:50 on Tuesday 12 May 2026

- Trade exhibition closes: 10:45 on Thursday 14 May 2026

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 12 May 2026. Materials will only be stored by prior arrangement with the official shipping agent *(page 12)*. Exhibitors are responsible for collecting materials from the shipping agent on Tuesday 12 May, 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 14 May 2026

- Stand equipment collection by prior arrangement with the official shipping agent: no later than 14:00 on Thursday 17 March 2026

If an early dismantling time is required for logistical reasons then please contact stephanie.milsom@eacr.org at least two weeks before the meeting.

EXHIBITION STAND

Each exhibitor will be allocated a 3 x 2 m area that features:

- 1 undraped table (180 cm x 45 cm)
- two chairs
- access to a low voltage power supply and Wi-Fi

Any equipment you bring must fit into the allocated space. We reserve the right remove anything outside the allocated stand space.
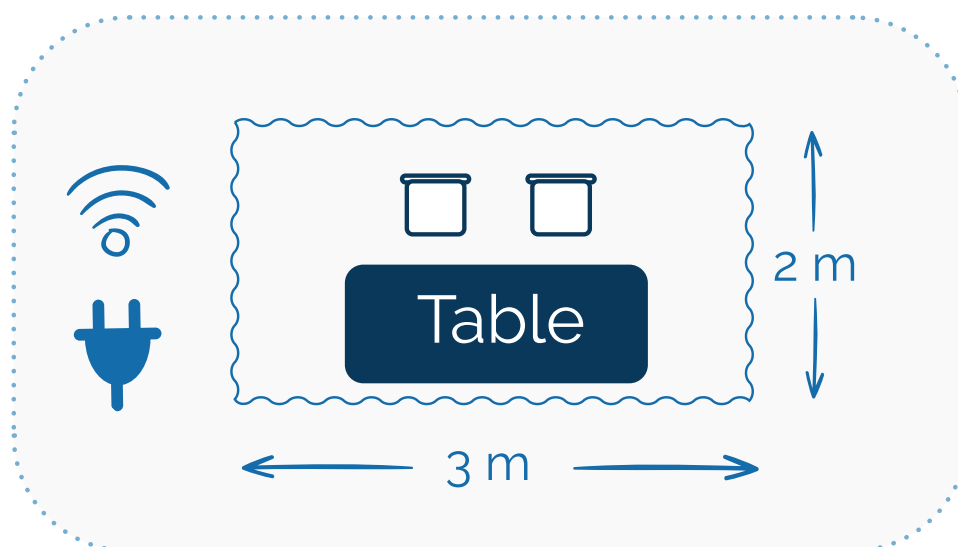
Feel free to bring a roll-up banner or backdrop for your stand space. It must fit within your allocated 3 x 2 m area.

Final stand numbers and locations are as published on the sponsors page of the conference website. Stand numbers and/or stand locations may change prior to the conference, but we will endevour to keep the positions the same as was selected at the time of booking.

We will inform you in advance if we need to change your stand number or location.

STAND REPRESENTATIVE REGISTRATION

All stand representatives must register via this link:
share.hsforms.com/1ylhk9HsTSo-szKFFxp50aw22kxi

The deadline to register all company reps is 13 April 2026.

A short form needs to be completed for each representative you are sending to the conference, whether they are a stand representative or talk speaker and whether they work for your company or a partner. You may submit the form on behalf of someone else and can submit multiple times, once for each person.

Exhibitor registrations include full access to the conference including scientific sessions, lunches and refreshments. Here's a reminder of the registrations included in each exhibition package:

- Symposium packages: 3 registrations
  (usually 2 stand representatives and 1 speaker)

- Spotlight packages: 2 registrations
  (usually 1 stand representative and 1 speaker)

- Classic packages: 1 registration

A maximum of 1 additional exhibitor registration per exhibiting company may also be purchased for €300. Contact stephanie.milsom@eacr.org to purchase an dditional exhibitor registration.

If any further registrations are required, they should be purchased at the standard industry rate directly through the conference website.

INCLUDED IN YOUR EXHIBITION PACKAGE

Exhibitor Introductions: Tuesday 12 May at 14:40

One representative from each company will be invited on stage for a 60-second ice-breaker presentation. Use this opportunity to tell the audience about your company and let them know where to find you in the exhibition.

Refreshments

All stand representatives will receive drinks and light food throughout the conference.

We ask our catering providers to bring out the refreshments 5 minutes before each scientific session finishers. Exhibitors are invited to help themselves before the participants leave the sessions.

Participants' contact details

The EACR will send you the list of participants who 'opted-in' to share their details as part of the general attendee list shortly before the conference. The list will contain the following information: first name, last name, email address, and affiliated company or institute (where available). Badge scanners are not available at this conference.

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.

OTHER USEFUL INFORMATION

Wi-Fi

Free Wi-Fi is available throughout the venue. The connection details will be available in the pocket programme onsite and on the 'Onsite guide' webpage.

Parking

Exhibitors arriving by car are responsible for arranging their own parking. Please see the venue website *(page 2)* for further information.

Conference dinner

The conference dinner will take place from 20:00 on Wednesday 13 May at Kiepenkerl, a traditional German restaurant just a short public transport ride away from the exhibition centre. The dinner offers the opportunity for participants, speakers, and exhibitors to get to know one another in a relaxed and informal environment.

Tickets are not included in exhibitor packages and can be purchased for €68 each. The cut-off date to buy conference dinner tickets is 13 April 2026.

Due to the size of the restaurant, spaces are limited. We expect the evening to sell out so make sure your get your tickets as soon as possible if you'd like to join us. Contact stephanie.milsom@eacr.org to add conference dinner tickets to your booking.

Accommodation

Exhibitor packages do not include accommodation. For suggestions of where to stay in Essen, as well as more general travel information, we recommend that you visit www.visitessen.de/startseite_14/Startseite.en.html.

WARNING: Targeting by 'housing services' or 'travel agents'
We have 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 in order to obtain your credit card information. Please note that the EACR has no agreement or affiliation with any accommodation providers; we recommend that you do not give any information to them.

Booking terms

General information, including terms regarding cancellation, can be found in the Terms & Conditions, which are agreed to at the time of booking. Click here to review these terms:
www.eacr.org/user_uploads/files/Terms_and_Conditions.pdf

SYMPOSIUM & SPOTLIGHT SPONSORS

Industry Symposia (Symposium package) are 30-minute sessions.
This is comprised of a 20-minute talk followed by a 10-minute Q&A.

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.

Marketing your presentation

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

You should send the title and speaker details for your symposium/spotlight as soon as possible to stephanie.milsom@eacr.org so we can update this information on the conference website, which is marketed to all potential and confirmed participants.

The deadline to send these details for inclusion in the printed conference programme is 13 April 2026. Details received after this date will not be included and your session will be displayed as *'Title/speaker not confirmed'*.

Session titles are subject to approval by the Scientific Programme Committee.

These sessions are fully embedded in the conference programme. Your talk 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.
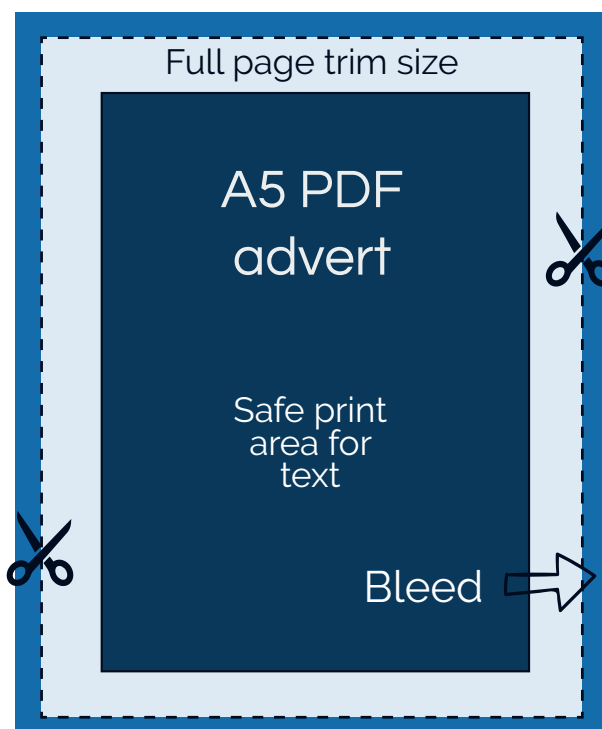
ADVERTISING

Pocket Programme advert

Advertisements in the pocket programme are available to purchase as an optional extra for €500.

Industry Partners may have a programme advert included in their package. Contact claire.sanders@eacr.org to check or use your allowance for this conference.

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 stephanie.milsom@eacr.org by **13 April 2026**.

Full page trim size

A5 PDF advert

Safe print area for text

Bleed

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.

Industry Partners may have video advertising included in their package. Contact claire.sanders@eacr.org to check or use your allowance for this conference.

Video ads are played three times during the conference, once per day, 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.

Videos should be sent to stephanie.milsom@eacr.org no later than **13 April 2026**.

Branded conference notepads/pens

Provide notepads and/or pens that will be distributed to all attendees when they collect their badges. This is available to purchase as an optional extra at €350 for pens, €350 for notepads.

Companies purchasing this option are responsible for producing the notepads/pens and shipping them to the venue in time for the conference. Feel free to utilise existing stock or create a bespoke design as you prefer.

After the registration deadline, we will tell you the expected number of participants so you can send an appropriate amount of material.

Notepads:

- A4 or A5 in size (210 x 297mm)
- 10+ pages per notepad
- 80-90% of each page should be free from design/branding.

Pens:

- There are no set specs for these, though we encourage you to use sustainable materials where possible.

Flyers for the literature table

Provision of flyers for the literature table is available to purchase as an optional extra for €350. Companies purchasing this option are responsible for producing the flyers and shipping them to the venue in time for the conference. Feel free to utilise existing stock or create a bespoke design as you prefer.

Industry Partners may supply flyers to any EACR conference at no charge. To arrange this for this meeting, please contact claire.sanders@eacr.org.

After the registration deadline, we will tell you the expected number of participants so you can send an appropriate amount of material.

The maximum size accepted is a single sheet of A3 to be folded in to A4. There are no set design specifications.

Intersession slides

Advertising slides are available to purchase as an optional extra for €1,000.

Your slide will be included as part of a rolling deck that is displayed during every break in the conference. Participants often relax in their seat during the breaks or return early before the next session so these slides have good exposure.

- Static images or GIFs only.
- 16:9 aspect ratio
- Made in - or be compatible with - Microsoft PowerPoint

- There are no set content specifications, though all designs are subject to approval by the EACR.

Designs must be sent to stephanie.milsom@eacr.org by **13 April 2026**.

'Onsite guide' webpage banner advert

An interactive banner on the conference's 'Onsite guide' webpage is available to purchase as an optional extra for €500.

This page is the information hub for all attendees and as such is accessed many times before, during, and after the meeting. It includes important venue information, timetables for proffered paper presentations, a link to digital abstracts, details of conference activities, a link to the downloadable pocket programme, and more.

Display a banner on this webpage and reach out to our audience of researchers before, during, and after the conference.

- You may use your company logo, a product logo, or a bespoke image as you prefer
- Image dimensions: 300 x 300 px
- Image file type: JPG, PNG, or GIF

Images must be sent to stephanie.milsom@eacr.org by **13 April 2026**.

Hospitality sponsorship

Exclusive branding of a coffee break or the opening night's Welcome Reception are available to purchase as an optional extra (€500 and €1,000 respectively).

Bring up to two roll-up banners for display during your chosen hospitality session. Alongside this, the EACR will acknowledge your support of the session by displaying your logo on the hospitality tables.

- Roll-up banners should be standard size (approx 1 m wide x 2 m tall).
- Provide us with a 728 x 90 px copy of your logo for display on the hospitality tables.

There are no set design specifications for your banner and you do not need to submit your design to the EACR for prior approval. If you're unsure about the size of your banner, contact stephanie.milsom@eacr.org to check suitability.

Grant sponsorship

Educational/travel support grants are available to purchase (min. €1,000).

Your support will be acknowledged in the conference's printed pocket programmes, the slides displayed throughout the meeting, and on the website.

- Send your logo for inclusion in the pocket programme and the meeting's website. Various design sizes and styles are accepted.

Logos must be sent to the stephanie.milsom@eacr.org by **13 April 2026**. Logos received after this date will not be included in the conference's pocket programme.

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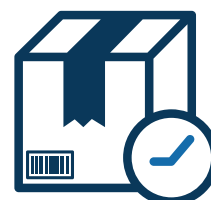
The venue has strict requirements for shipping. If you wish to ship items to the venue for this conference, you *must* use the venue's approved provider, Schenker Deutschland.

Schenker Deutschland requires all shipping to be pre-arranged via email. You should contact fairs.essen@dbschenker.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 conference: Cancer Genomics, Multiomics & Computational Biology (12-14 May 2026)

- You invoice address (with valid VAT number
- Estimated time of arrival at the warehouse (Monday 11 May recommended)
- Total number of packages
- Delivery date and time to the booth (09:00 Tuesday 12 May recommended)
- Storage of empties: yes/no

- Collection date (Thursday 14 May, 14:00 onwards)

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

Exhibition representatives may bring items to the conference themselves on Tuesday 12 May if preferred.

Parcels containing sponsored pens, notepads, or flyers for the literature table should be clearly identified and sent separately from stand equipment/items.

As this is a table-top exhibition, we highly recommend that you do not bring heavy equipment. If you feel large/heavy items are necessary for your exhibition, please contact stephanie.milsom@eacr.org no later than 1 month before the conference.

SEE YOU SOON!

We look forward to seeing your team in Essen and wish you every success for this meeting. In preparation, you may like to read our handy guide for getting the most out of your exhibition presence.

Feel free to contact our Marketing Officer, Steph (stephanie.milsom@eacr.org) if you have any questions that are not answered by this document, or have ideas about how to connect with our audience which are not mentioned here.

Interested in other EACR events? Check our conference calendar for further details about upcoming meetings you can take part in.