

# Exhibitor Manual



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# EACR Conference

# THE TUMOUR ECOSYSTEM

From Mechanisms to Novel Therapeutics

**Bergamo, Italy**  
17 - 19 March 2026

## Contacts

### Conference Officer

Hannah Barrs  
[hannah.barrs@eacr.org](mailto:hannah.barrs@eacr.org)



### Marketing Officer

Steph Milsom  
[stephanie.milsom@eacr.org](mailto:stephanie.milsom@eacr.org)



## Conference Website

[www.eacr.org/conference/tumourecosystem2026](http://www.eacr.org/conference/tumourecosystem2026)

## Venue Information



Centro Congressi Giovanni XXIII  
Viale Pap Giovanni XXIII, 106  
24121 Bergamo  
Italy



### Venue contact

Simone Gregis | +39 334 617 1167 | [eventi@centrocongressibergamo.com](mailto:eventi@centrocongressibergamo.com)

### Travel

The conference centre is ideally located just 100 metres from Bergamo railway station, and 4 km from Orio al Serio Airport. Find out more about how to get there on the venue's website: [www.centrocongressibergamo.com/en/dove-siamo](http://www.centrocongressibergamo.com/en/dove-siamo)



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



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



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

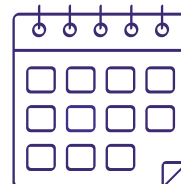


European Association  
for Cancer Research

## KEY DEADLINES

### Monday 16 February 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*)



### Tuesday 10-Monday 16 March 2026

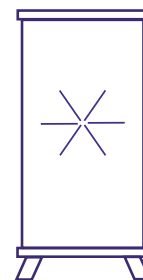
- Please aim to have any item(s)/materials delivered [in the week before the conference begins](#). If this will not be possible, contact [stephanie.milsom@eacr.org](mailto:stephanie.milsom@eacr.org) to discuss alternative arrangements.

## TRADE EXHIBITION

### Exhibition times

- Trade exhibition opens: [13:00 on Tuesday 17 March 2026](#)
- Trade exhibition closes: [10:45 on Thursday 19 March 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 17 March 2026](#). 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 17 March 2026](#)
- Stand equipment collection: [no later than 14:00 on Thursday 17 March 2026](#)

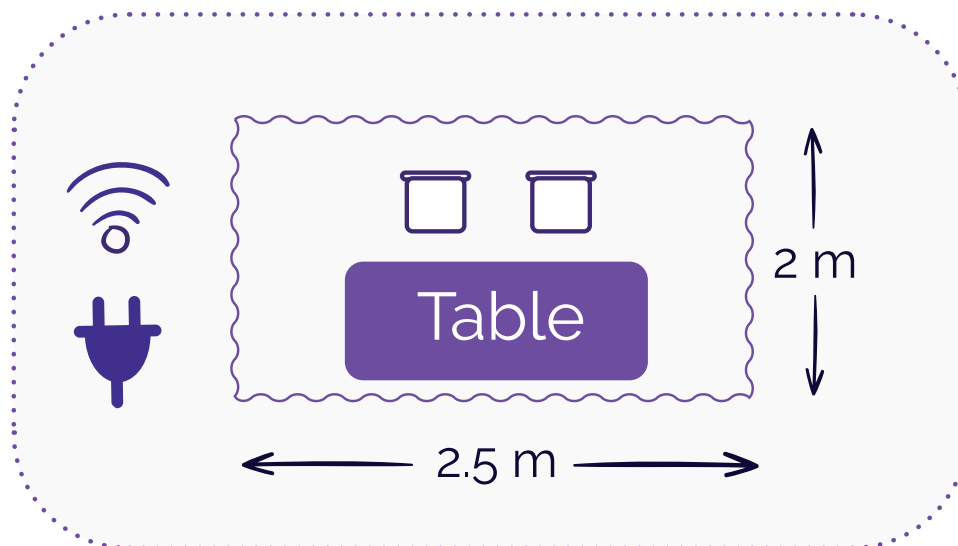
If an early dismantling time is required for logistical reasons then please contact [stephanie.milsom@eacr.org](mailto:stephanie.milsom@eacr.org) at least two weeks before the meeting.

## EXHIBITION STAND

Each exhibitor will be allocated a **2.5 x 2 m area** that features:

- 1 undraped table (150 cm x 80 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 to 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 2.5 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 endeavour 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/1-XlDpqa4T-2mz7orz-dQCg22kxi](https://share.hsforms.com/1-XlDpqa4T-2mz7orz-dQCg22kxi)

The deadline to register all company reps is **16 February 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.

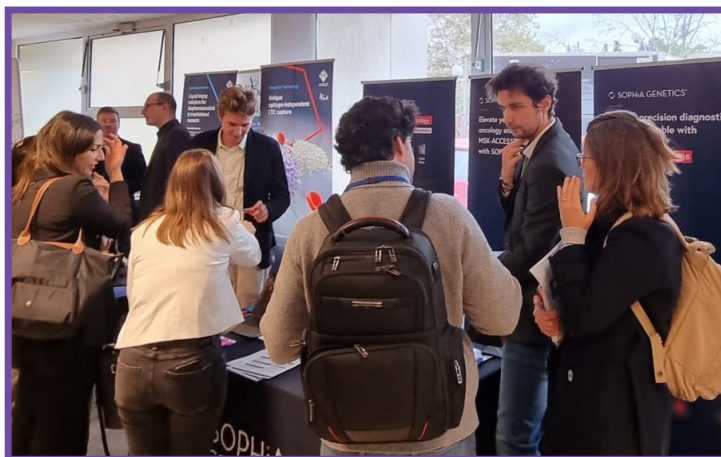
Exhibitor registrations include full access to the conference including scientific sessions, lunches and refreshments. Here's a reminder of the registrations included in each exhibition package:

- **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](mailto:stephanie.milsom@eacr.org) to purchase an additional 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 17 March 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](#).



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### Refreshments

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

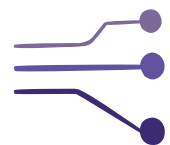
We ask our catering providers to bring out the refreshments 5 minutes before each scientific session finishes. [Exhibitors are invited to help themselves before the participants leave the sessions](#).



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### 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 1*) for further information.

### Conference dinner

The conference dinner will take place from 19:30 on Wednesday 18 March at Ristorante Taverna Valtellinese, located a short walk from the conference venue. This atmospheric eatery 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 €70 each. The cut-off date to buy conference dinner tickets is 16 February 2026.

Due to the size of the restaurant, spaces are limited. We expect the evening to sell out so make sure you get your tickets as soon as possible if you'd like to join us. Contact [stephanie.milsom@eacr.org](mailto: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 Bergamo, as well as more general travel information, we recommend that you visit [www.visitbergamo.net/en](http://www.visitbergamo.net/en).

### **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](http://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](mailto: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 **16 February 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

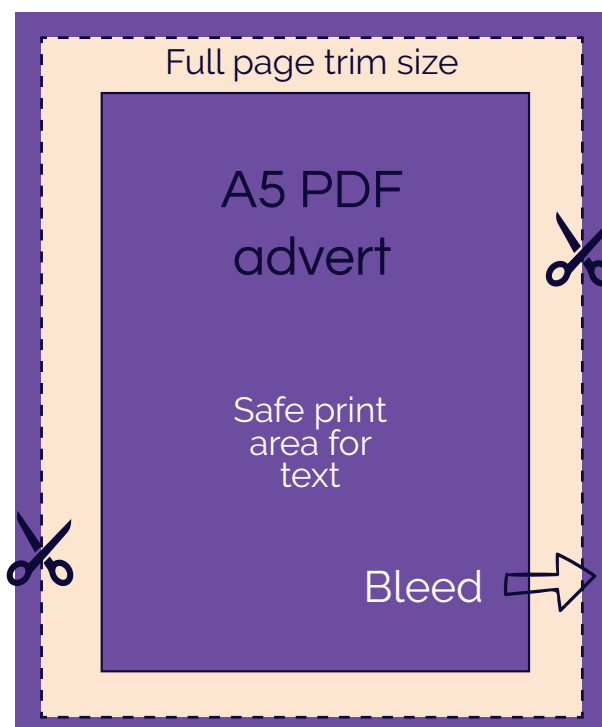
Advertisements in the pocket programme are available to purchase as an optional extra for €500.

*Industry Partners* may have a programme advert included in their package. Contact [claire.sanders@eacr.org](mailto: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](mailto:stephanie.milsom@eacr.org) by **16 February 2026**.



### 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](mailto: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](mailto:stephanie.milsom@eacr.org) no later than **16 February 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.

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### 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](mailto: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.

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### 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](mailto:stephanie.milsom@eacr.org) by **16 February 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](mailto:stephanie.milsom@eacr.org) by **16 February 2026**.

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### 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](mailto:stephanie.milsom@eacr.org) to check suitability.

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### 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](mailto:stephanie.milsom@eacr.org) by **16 February 2026**. Logos received after this date will not be included in the conference's pocket programme.

## SHIPPING

Please contact Chiara at Centro Congressi Giovanni XXIII (see page 1) to organise delivery of any items you will be sending to Bergamo.

All deliveries should arrive **on Monday 16 March at the latest**. The delivery window is **09:00-12:00 and 14:00-17:00 every day**.

**You should not bring heavy equipment.** The venue does not have equipment to transfer merchandise and therefore **cannot accept large or heavy items**. If you feel large/heavy items are necessary for your exhibition, please contact the [stephanie.milsom@eacr.org](mailto:stephanie.milsom@eacr.org) **no later than 1 month before the conference**.

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



### Shipping address for package labels

Centro Congressi Giovanni XXIII  
EACR Conference: The Tumour Ecosystem  
17-19 March 2026  
<Name of your company>  
<Your stand number>  
Viale Papa Giovanni XXIII, 106  
24121 Bergamo  
Italy

### Delivery of stand equipment

All items must be clearly marked as per the above instructions. The venue reserves the right to refuse incorrectly labelled parcels and deliveries arriving on unarranged dates.

The venue team will make every effort to deliver your team's parcels as close to your allocated stand as possible. EACR staff will be on hand to help your reps should they have any difficulties.



## SEE YOU SOON!

We look forward to seeing your team in Bergamo 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](mailto: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.