# Exhibitor Manual

## Contents

Basic information (key contacts, website, venue).....2
Key deadlines and exhibition timings.....3
Exhibition stand specifications.....4
Stand representative registration.....5
Included in exhibition packages.....6
Other useful information (Wi-Fi, parking, dinner, accommodation, T&Cs).....7
Industry presentations.....8
Advertising (pocket programme, video, flyers, pens, notepads, slides, hospitality).....9
Shipping.....12

## Contacts

### Conference Officer

Chris Iliffe

christopher.iliffe@eacr.org

### Marketing Officer

Steph Milsom

stephanie.milsom@eacr.org

## Conference Website

www.eacr.org/conference/overcoming-therapy-resistance-2027

## Venue Information

SITE MONOD, l'Ecole Normale
Superieure de Lyon (ENS)
Amphitheatre Charles Merieux
Place de l'Ecole
69007, Lyon Cedex 07
France

### Venue contact

Noelia Pauls Guasch: noelia.pauls@ens-lyon.fr

### Travel

The ENS is located in the Gerland district, 7th arrondissement of Lyon, near the Pasteur bridge. It sits on the left bank of the Rhône, near the Musée des Confluences and the Halle Tony Garnier, and is a quarter of an hour from the Presqu'île (city centre).

For more information about how to get to the venue, please visit this page of the ENS website: www.ens-lyon.fr/campus/en-pratique/se-rendre-lens-de-lyon

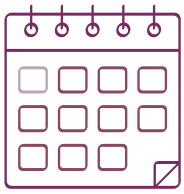
/EACR.org

@helloeacr

@helloeacr

European Association for Cancer Research

# KEY DEADLINES



## Monday 22 March 2027

- 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 presentation titles and speaker names *(see page 8)*
- Send advertisement content *(see page 9)*

## Monday 12-Friday 16 April 2027

- Please aim to have any item(s)/materials delivered during this week. If this will not be possible, contact stephanie.milsom@eacr.org to discuss alternative arrangements.

# TRADE EXHIBITION

## Exhibition times

- Trade exhibition opens: 11:30 on Tuesday 20 April 2027
- Trade exhibition closes: 10:45 on Thursday 22 April 2027

For key times and sessions, please visit the conference website *(page 1)*.

## Exhibition stand setup

- Set up date and time: from 10:00 on Tuesday 20 April 2027. 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 22 April 2027
- Stand equipment collection: Friday 23 April 2027

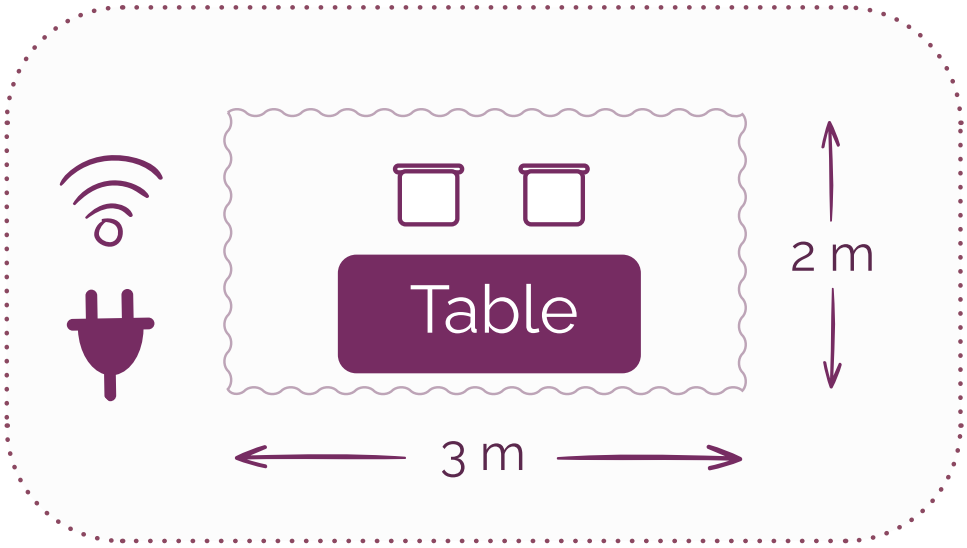
If an early dismantling time is required for logistical reasons then please contact stephanie.milsom@eacr.org at least two weeks before the meeting.

# EXHIBITION STAND

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

- 1 undraped table (140 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 remove anything outside the allocated stand space.




***All exhibitors must bring an extension cable with them** to access the power supply, as the access point may not be directly next to or beneath your exhibition space. If required, you should also bring your own European plug adaptors.

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/1vnnq7L_8Sa-hY-YA_FPJnw22kxi**

The deadline to register all company reps is **22 March 2027**.

**A short registration 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:

- Exhibition package (stand only): 1 registration
- Industry presentation packages (talk only): 1 registration per 15-minute block booked

A maximum of 1 additional exhibitor registration per exhibiting company may also be purchased for at the special rate of €300. Contact 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 20 April at 14:40

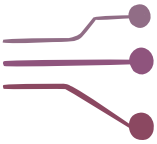
One representative from each company will be invited on stage for a 60-second ice-breaker presentation. Use this opportunity to tell the audience about your company and let them know where to find you in the exhibition.

## 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 week before the conference, we 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 21 April at La Maison Restaurant, located a short walk from the conference venue. A three-course dinner will showcase local cuisine.

Tickets are not included in exhibition packages and can be purchased for €57 each. The cut-off date to buy conference dinner tickets is **22 March 2027**.

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

Exhibition packages do not include accommodation. For suggestions of where to stay in Lyon, as well as more general travel information, we recommend that you visit en.visiterlyon.com.

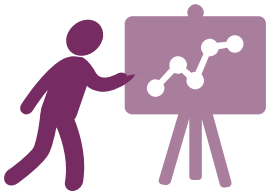
**WARNING: Targeting by 'housing services' or 'travel agents'**

*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

# INDUSTRY PRESENTATIONS



Industry presentations are 15-minute slots that are held on the plenary stage during the regular scientific programme. They are designed to enable you to share your work with our audience.

At certain times, two industry presentation slots may be stacked to create a 30-minute session. We recommend that companies booking a 30-minute slot allow 10 minutes for questions at the end. Companies with 15-minute slots are welcome to take questions if time permits.

Each block of 15 minutes booked also includes 1 registration for your talk speaker. A 30-minute slot therefore includes 2 registrations. Industry presentations are booked separately to exhibition stands.

## Marketing your presentation

The EACR offers promotional support to assist in obtaining good attendance at each industry presentation.

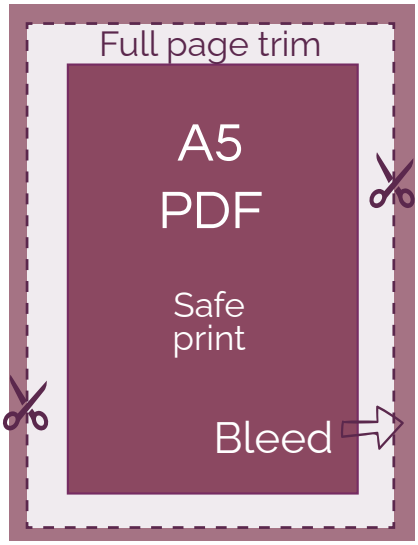
You should send the title and speaker details for your presentation as soon as possible to stephanie.milsom@eacr.org so we can update this information on the conference website, which is marketed to all potential and confirmed participants.

The deadline to send these details for inclusion in the printed conference programme is **22 March 2027**. 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.

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 **22 March 2027**.

## 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 **22 March 2027**.

## Mailing to participants

Dedicated emails to all registered participants before or during the conference are available to purchase as an optional extra for €750.

Email content should be prepared by the sponsor in advance. There are no content restrictions, but all emails are subject to prior approval by the Conference team. Submitted content should meet the following specifications:

- One standalone HTML file (not embedded within a web page) with 600 px width
- UTF-8 character encoding
- Max 150 KB file size (including images)
- Suject line provided

Content should be sent to stephanie.milsom@eacr.org no later than **22 March 2027**.

## 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 **22 March 2027**.

## '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 **22 March 2027**.

## 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

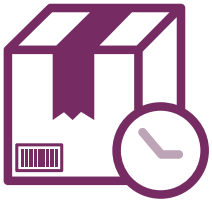
Educational/travel support grants are available to purchase (min. €1,000).

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 **22 March 2027**. Logos received after this date will not be included in the conference's pocket programme.

# SHIPPING



Clearly labelled parcels may arrive **between Monday 12-Friday 16 April**. The venue is closed at weekends.

Collection of parcels to be returned should be arranged for Friday 23 April.

To enable the venue to keep track of all expected deliveries and collections, you should email a copy of the delivery and the collection confirmation from your courier to Patrick Boni (patrick.boni@ens-lyons.fr), CCing maison.courrier@ens-lyon.fr. Patrick has very limited English so we recommend including a French translation within your email.

The venue cannot accept delivery of incorrectly labelled parcels, or deliveries which have not been organised appropriately in advance.

**We recommend that you do not bring heavy equipment**. If you feel large/heavy items are necessary for your exhibition, please contact the stephanie.milsom@eacr.org at least 1 month before the conference. If you choose to bring large/heavy items, you must arrange delivery (including offloading upon arrival) with the venue directly (see page 2). The venue team 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/items.

## Shipping address for package labels

EACR conference: Overcoming Therapy Resistance
20-22 April 2027, Amphithéâtre
<Name of your company>

École Normale Supérieure de Lyon
Maison du Courrier
9 Rue du Vercors
69007 Lyon
France

## Delivery of stand equipment

All items must be clearly marked as above. Deliveries will remain at the consignor's own risk; the venue accepts no liability for items delivered.

Every effort will be made by the venue team to place your deliveries as close as possible to your designated stand. Where this is not possible, the exhibitor must manage this with the venue team. EACR staff will be on hand to assist.

Exhibition reps may bring items to ENS Site Monod themselves on Tuesday 20 April if they prefer.

## SEE YOU SOON!

We look forward to seeing your team in Lyon 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.