



EACR
2025

16 - 19 June | Lisbon

Innovative
Cancer
Science

Annual Congress of the
European Association
for Cancer Research

EXHIBITOR MANUAL

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1. IMPORTANT DATES AND DEADLINES

Exhibitor deadlines
 General deadlines
 Onsite timeline

01-15 February	Distribution of EACR 2025 exhibitor dashboard login details
06 March 2025	Abstract submission deadline (participants only; not required for industry talks)
16 April 2025	Deadline to submit stand contractor form (section 13, Kristal)
28 April 2025	Payment deadline for early-rate Congress registrations
02 May 2025	Deadline to submit plans for space-only stands
05 May 2025	Deadline to submit the 'material handling and freight information' form (section 13, Kristal)
15 May 2025	Deadline to order stand services at discounted rates (section 9, CCL exhibitor services portal)
15 May 2025	Deadline to order lead retrieval service at discounted rates (section 15, EACR 2025 exhibitor dashboard)
25 May 2025	Deadline to submit company logo and description for directories (section 10, EACR 2025 exhibitor dashboard)
27 May 2025	Payment deadline for regular-rate Congress registrations
05 June 2025	Deadline to order lead retrieval service at full price (section 15, EACR 2025 exhibitor dashboard)
05 June 2025	Deadline to personalise, order, and pay for exhibitor badges (section 2, EACR 2025 exhibitor dashboard)
06 June 2025	Deadline to complete and return the 'unloading/reloading for direct deliveries' form (section 13, Kristal)
06 June 2025	Deadline to order stand services at full price (section 9, CCL exhibitor services portal)
15 June 2025	Exhibition build-up
16-18 June 2025	Exhibition open
18 and 19 June 2025	Exhibition dismantling

EACR 2025 exhibitor newsletters

Look out for regular EACR 2025 exhibitor newsletters, sent via email from March 2025. These will give you the latest updates on EACR 2025, additional opportunities, and reminders for upcoming deadlines. The mailings will be sent to the main booking contact and registered representatives. Additional recipients can be added using this [online form](#).



2. EACR 2025 EXHIBITOR DASHBOARD

The EACR 2025 Congress Secretariat will provide each exhibiting organisation with a login to the **[EACR 2025 exhibitor dashboard](#)**. If you haven't received this login, please contact eacr@newway-management.com for assistance.

Via this dashboard, you can individualise your exhibitor passes and order additional exhibition-only badges and Congress Celebration tickets (see section 14). You will also be able to upload/edit your company description, logo, and artwork (see section 10) and order lead retrieval services (see section 15). The latest version of this manual and other relevant documents will be accessible from the dashboard, which can be found at dashboard.eacr.org/user/login.

A separate web shop is available for stand service bookings (furniture, audiovisual, floral, etc) – see page 10.

3. SUPPORT CONTACTS

EACR 2025 Congress Secretariat: New Way Management  Contact: Michael Podt Email: eacr@newway-management.com	Accommodation: BCO Congressos  Email: eacr2025@bcocongressos.com Phone: +34 938 823 878 Website: eacr2025.bcocongressoshotels.com
Exhibitor contractor/exhibitor services: Centro de Congressos de Lisboa (CCL)  Centro de Congressos de Lisboa Contact: Joana Pinto Phone: +351 21 892 1400 Email: eacr2025exhibitorservices@ccl.fil.pt CCL web shop	Freight forwarding and materials handler: Kristal  Contact: Maria Papantoniou Phone: +32 2751 4680 Email: maria.papantoniou@kristal-logistics.com
Stand catering services: Silvia Carvalho Catering  SILVA CARVALHO CATERING Contact: Inês Oliva Email: ioliva@sccatering.pt View catering options and the order form here (order form to be submitted via email to Inês)	Lead retrieval: Anderes Fourdy  Email: support@anderesfourdy.com See section 15 and the EACR 2025 exhibitor dashboard to order.



4. EXHIBITION TIMETABLE

Sunday 15 June 2025

08:00-09:00	Freight unloading as per arrangements made with official freight handler (Kristal)
08:00-09:00	Floor marking by exhibition contractor
09:00-15:00	Delivery of orders and build-up of stand structures for all-inclusive stands - <i>no access for exhibitor staff until 16:00; construction crew only before then</i>
09:00-19:00	Construction of space-only stands - <i>no access for exhibitor staff until 16:00; construction crew only before then</i>
15:00-19:00	Registration desk open
16:00-19:00	Access for exhibitor staff
19:00-20:00	Removal of empties and rubbish for final cleaning and aisle carpeting

All construction and stand building work must be completed by 19:00 on Sunday 15 June 2025

Monday 16 June 2025

08:00-12:00	Access for exhibitor staff
10:00	All stand decoration to be finished
10:00-12:00	Final cleaning of aisles and stand checks
12:00-20:00	Exhibition open to all participants
12:00-14:00	Lunch break and industry symposia
15:15-15:45	Coffee break
18:15-20:00	Welcome reception (light food and drinks), exhibition, and industry spotlights
20:00	Exhibition closed to participants
20:30	Exhibition closed to exhibitor staff

Tuesday 17 June 2025

10:00-10:30	Access for exhibitor staff only
10:30-19:00	Exhibition open to all participants
10:45-11:35	Coffee break and industry spotlights
13:15-15:15	Lunch break and industry symposia
16:55-17:30	Coffee break and industry spotlights
19:00	Exhibition closed to participants
19:30	Exhibition closed to exhibitor staff

Wednesday 18 June 2025

10:00-10:30	Access for exhibitor staff only
10:30-19:00	Exhibition open to all participants
10:45-11:35	Coffee break and industry spotlights
13:15-15:15	Lunch break and industry symposia
16:55-17:30	Coffee break and industry spotlights
19:00	Exhibition closed to participants
19:00-19:30	Delivery of empties
19:30-00:00	Removal of valuables, packing of stand materials, stand breakdown*

*If breakdown time is required on Thursday, 19 June, please contact the organisers.



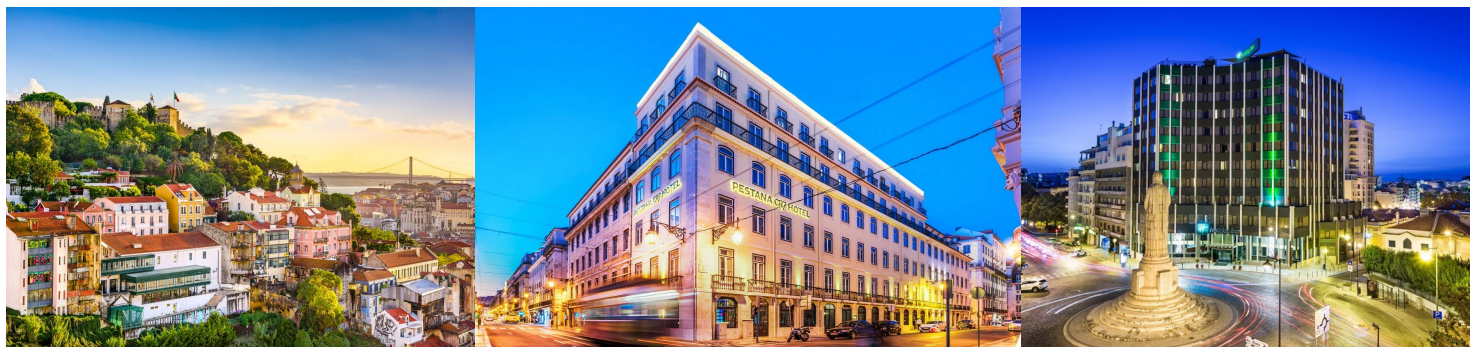
5. HOTEL ACCOMMODATION

BCO Congressos has been appointed as the official accommodation agent for the EACR 2025 Annual Congress.



Please be aware of **unsolicited contact or advertisements** from accommodation providers and travel agents. Such companies may attempt to contact you offering to book your registration, accommodation, and/or reduced-priced flights and claiming to be an official EACR 2025 Congress partner or part of the "official housing unit". They may even purchase search engine advertising to make them appear part of the EACR 2025 Congress.

Note that **only BCO Congressos is an officially appointed accommodation partner for EACR 2025**. We recommend that you do not give any information to any other companies.



Selection of hotels

In close consultation with the organisers of the EACR 2025 Congress, BCO Congressos has chosen a wide selection of hotels in Lisbon in different categories (3 to 5 stars). These hotels are located near the Congress venue and in the city centre. As the demand for hotel rooms will be high during the EACR 2025 Congress, we suggest that you reserve your hotel room as soon as you know your exact travel dates.

Book with excellent rates

As BCO Congressos handles hotel reservations for many events in Lisbon throughout the year, they can offer you the best available rates for the EACR 2025 Congress. Please follow the link below to process your reservation. The maximum number of rooms you will be able to book through the website is 9. If you need to book more rooms, please contact BCO Congressos for a detailed and bespoke quotation.

[Click here to book accommodation](#)

You should refrain from contacting the EACR or the Congress Secretariat with queries related to accommodation, and instead contact BCO Congressos directly:

Email: eacr2025@bcocongresos.com

Phone: +34 938 823 878

You can also contact BCO Congressos for airport transfers, dining options, and general city information.



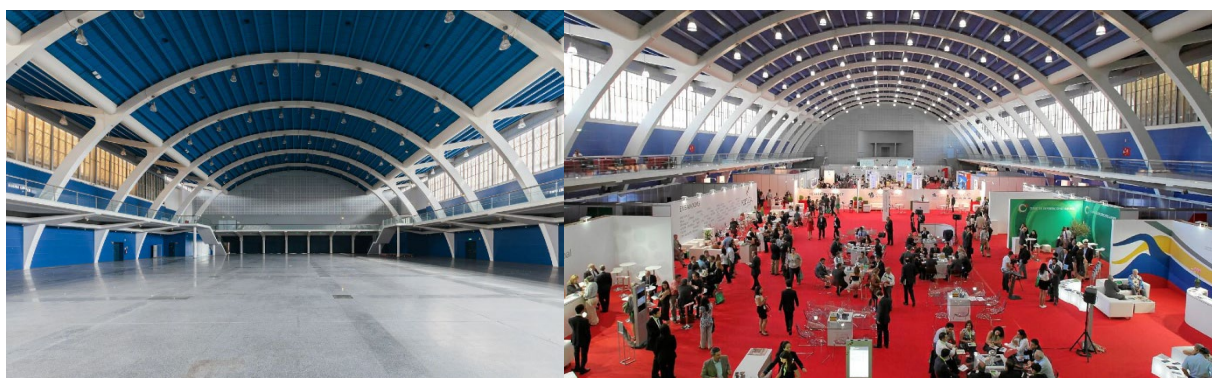
6. VENUE AND EXHIBITION HALL PLANS

EACR 2025 will be hosted at the Lisbon Congress Centre. Click [here](#) for a virtual tour of the venue. The EACR 2025 exhibition will be held in **Pavilion 2**.

Hall information

- The maximum building height is 4 metres. Perimeter stands positioned underneath the galleries have a maximum building height of 2,5 metres.
- Rigging is not permitted
- The maximum floor load in Pavilion 2 is 2,000 kg/sqm.

There are several utility ducts in the hall. Electricity and/or internet will be connected to the closest, most beneficial duct. The exhibition hall aisles will not be carpeted.



The latest floor plan and list of confirmed exhibiting companies at EACR 2025 can be viewed [here](#).

7. LISBON CONGRESS CENTRE ACCESS

The primary entrance for all Congress participants will be the venue's main entrance:

Praça das Industrias, 1
1300-307 Lisbon, Portugal

Lisbon's [Humberto Delgado Airport](#) is located 12 km (approximately 15 minutes' drive) from the Lisbon Congress Centre. Around the venue, participants can find various means of transport including trams, [trains](#), [Carris buses](#), and taxis. The Congress Centre has an underground parking garage and an uncovered car park with 1,100 spaces and autonomous management (paid). Neither the organisers nor the venue can guarantee availability for parking spaces.



8. STAND PACKAGES

When planning your presence at the EACR 2025 exhibition, please verify first if your organisation has an **all-inclusive stand booking** or a **space-only booking**.

ALL-INCLUSIVE STANDS

An all-inclusive stand booking includes a stand package with the following elements:

- Shell-scheme walls: 3.00 x 3.00 x 2.50 (height)
- Dark blue carpet: 9 m²
- 1 counter (1 m x 1 m) with logo artwork applied
- 1 stool
- 1 table (tipo)
- 2 chairs (tipo)
- Brochure rack
- Waste basket
- Electricity socket
- 1 x LED spotlight
- Fascia sign (2.77 m x 0.22 m, maximum 20 characters)
- Initial cleaning before opening



9sqm (3x3) all-inclusive package stand



18sqm (6x3) all-inclusive package stand

To view your stand layout based on your specific location and position (corner or peninsula position):

- [9 sqm all-inclusive stand package](#)
- [18 sqm all-inclusive stand package](#)



All-inclusive stand package upgrades

All-inclusive stand packages can easily be upgraded or customised to fit your brand and wishes. There is a wide range of possibilities, from wall graphics, specific carpet colours, and additional furniture to coffee machines and other catering. Please contact the exhibitor contractor (CCL) for information about such services (page 5).

Stand package items not required

If there are items in the stand package you do not require, please send a note to eacr@newway-management.com or notify the contractor onsite to request that these items be removed. Such requests do not result in any discount or refund on all-inclusive stand bookings.

SPACE-ONLY BOOKINGS

Important: space-only bookings do not include any construction elements, furniture, electricity access, or carpet. All elements of the stand are to be provided by the exhibiting organisation/ an appointed partner or must be ordered through the exhibitor contractor web shop.

Space-only exhibitors and contractors must read and comply with the EACR 2025 Congress rules and regulations in this manual, as well as the technical guidelines and the safety regulations of the Lisbon Congress Centre, which you will find on the contractor portal. Stand designs and plans must be submitted to the contractor for necessary health and safety checks and approval by both the EACR 2025 and CCL teams. You should do this before placing final orders and planning with an appointed partner.

The following documents must be sent to eacr@newway-management.com on or before the deadline of **02 May 2025**:

- Technical drawings (floor plans, perspective views, sectioned views), including ceiling plan with dimensions of the closed ceiling area(s).
- 3D visuals (front, side, top view).
- Building description specifying materials used.

Design specifications and requirements

When preparing your plans, please note the following hall specifications and design requirements:

- The maximum building height is 4 m. Perimeter stands positioned below the galleries have a maximum building height of 2.50 m
- Rigging is not permitted
- The maximum floor load of Pavilion 2 is 2000 kg/sqm

The stand design needs to be placed within the designated area; **no stand material, construction, displays, or products can be placed in the aisles.**

Raised floors on stands cannot be higher than 5 cm without safety signage indicating height. Stands with raised floors must install a ramp for wheelchair access. Stands with three or fewer open sides are obliged to erect a wall (minimum height 2.50 m) between themselves and any other neighbouring stand(s). A stand within a row requires walls on three sides (one back wall and two side walls), a corner stand requires walls on two sides (one back wall and one side wall), and a peninsula stand (covering the full width at the end of a row) requires only one wall (to its direct neighbours). An island stand with no direct neighbours does not require any walls and is not allowed to have walls on the perimeter.

Walls that exceed the minimum height of 2.50 m need to be finished properly on all faces. Exhibitors are responsible for ensuring that their contractor leaves any face of any such wall higher than 2.50 m in a clean white and finished state (no graphics or logos). In addition, all cables etc. need to be properly hidden.

Floor covering is mandatory. To use carpet tape, please ask approval from CCL. Only approved carpet tape can be used. All tape must be removed at the end of the exhibition by you or your appointed contractor.



All main electrical installations are handled by the general contractor, CCL. Technical facilities will come from the nearest utility channel/ducts on the floor, so please bear this in mind when designing your stand and when marking it on the grid form.

All stands shall be entirely self-supporting and cannot be supported by or attached to venue walls or shell-scheme walls from neighbouring stands.

The use of products containing organic solvents is strictly forbidden. This includes contact adhesives, spray paint, paint with white spirits, and thinners with solvents.

All stand construction and decorative materials must comply at least with building materials Class B1 of DIN 4102 and/or Class B/C s1 d0 of EN 13501-1 (i.e., must be flame retardant and neither form toxic gases nor drip while burning).

The CCL team can help you transform your vision into an unforgettable design which will contribute to the realisation of your objectives for EACR 2025. If you have any questions about the stand approval regulations, please do not hesitate to contact them (see page 5).

9. EXHIBITION CONTRACTOR SERVICES

EACR 2025 entrusts CCL as the designated exhibitor contractor/services company. Their role is to support exhibitors comprehensively, ensuring a seamless exhibition experience. They offer technical expertise on venue logistics, floor plans, and electricity, and are responsible for all exhibitor-related services.

If you require help at any point with the web shop or its services, you should contact CCL for support (page 4).

CCL web shop

Through a centralised CCL web shop, exhibitors can access a range of services including stand design, furniture, and graphics ordering. A combination of the exhibitor dashboard (see section 2) and the CCL web shop will provide you with all the details you will need for exhibiting at EACR 2025 in the Lisbon Congress Centre.

[Click here to access the CCL web shop](#)

A separate EACR 2025 exhibitor dashboard is available for description and logo upload, registration, and lead retrieval orders (page 4).

To manage your online account on the CCL web shop, appoint a single contact person and create one login per company/stand. Have the correct billing details and VAT number at hand before finalising the order. Fill in your contact details. You may complete and add orders at any time. To view furniture and floral catalogues, click on the information icon next to the service.

All services can be ordered at discounted rates until 15 May 2025. After that date, surcharges apply. The web shop closes on 10 June 2025. Any last-minute orders onsite may involve late charges and are subject to availability.

If you have booked an all-inclusive stand, you do not need to order any services. **Your stand includes all items as specified on page 9.** If you wish to order **additional or specific elements** beyond the items listed, you will need to order these separately and can do so via the CCL web shop.

The web shop works best on a desktop. In addition, we would advise using Google Chrome, as some features might not display correctly on other browsers.



Stand catering

For stand catering, please download the brochure and order forms [here](#) or contact Silvia Carvalho Catering (page 4) directly for bespoke options. Organisers of sponsored symposia (breakfast or lunch) will receive a separate manual including the catering options and prices.

Exhibitor service desk

An exhibitor service desk will be available during build-up and dismantling times, and at limited times during exhibition opening hours. The desk will be operated by CCL and Kristal (the official freight forwarding partner). The exact location and opening times of the desk will be communicated shortly before the Congress, as well as onsite. This exhibitor service desk will allow you to get support with setting up your stand, planning services with Kristal, and ordering onsite services (subject to availability and surcharges).

Internet and Wi-Fi

A general Wi-Fi network will be available in all EACR 2025 areas. If it is essential for you to ensure the highest capacity and accessibility for services, e.g., business applications, a dedicated network connection is recommended. There are different options for cabled internet on the stands, which can be ordered via CCL. A dedicated Wi-Fi network for your stand is not possible or allowed, as this could interfere with the overall network. The venue reserves the right to shut down networks that cause interference or disruption.

Safety and fire regulations

- Sprinkler systems, fire alarms, fire extinguishers, smoke detectors, mechanisms for closing exhibition hall doors, and other pieces of safety equipment, their signs, or markings shall be kept free from obstructions and their operation must not be impaired so that they are always clearly visible, identifiable, and fully functional.
- Escape routes shall always be kept clear.
- Emergency exits should not be obstructed, obscured, have anything hung over them, or otherwise be rendered unrecognisable.
- Aisles and walkways shall not be constricted by objects deposited herein or extending into them. All exhibits and furniture must remain within the allocated booth area. Items must not be placed in aisles. The organisers may order items to be removed at the cost of the exhibiting company.
- Smoking is only permitted in designated areas outside Lisbon Congress Centre and is not permitted at all within the Congress venue.

10. LOGO AND DESCRIPTION UPLOAD

All exhibiting organisations are invited to submit a company logo, address, website URL, and a 60-word description via the exhibitor dashboard (section 2). These will be used for the below purposes:

- Stand counter logo or graphic: full-colour print, maximum size 95 cm (W) x 85.5 cm (H). Upload to exhibitor dashboard in print-ready format (at least 100 DPI).
- Company logo for Congress app: PNG format and minimum 200 x 200 pixels (square format required).
- 60-word description for the Congress app and PDF exhibition directory (released in May).

For recurring exhibitors, any available logo and artwork will be uploaded to the exhibitor dashboard by the Congress Secretariat. You will therefore not need to do this yourself, though we recommend that you check the logo and artwork we have for you to ensure it is up to date. **Modifications or replacements are possible until 25 May 2025.**



11. EXHIBITION PASSPORT COMPETITION

We appreciate that participants' time is precious when they attend a scientific conference. To invite maximum traffic to your stand, EACR 2025 will feature its popular 'passport competition'.

Prior to and during the Congress, we will encourage attendees to visit the exhibition and scan your QR code for a chance to win a prize. The more codes a participant scans, the higher their odds of winning. By holding such a competition, we aim to give all exhibiting companies a fair and equal chance to get the most out of their experience.

Use this opportunity to engage with attendees, create meaningful connections, and scan badges for your leads database. This as an interactive aid and you are not obliged to immediately provide your QR code for scanning. You might like to offer visitors a flyer or business card in return for being able to scan the code. You could ask them to complete a short market research survey or gamify the process even more by giving them the option to take part in a quiz or game. The choice is yours!

A5-sized holders with each company's QR code will be distributed by the Congress organisers prior to the exhibition opening. You can place these on your welcome counter or elsewhere on your stand.

12. ADVERTISING

If you are interested in opportunities to enhance your participation and feature your brand prominently throughout the Congress, please view the available options [here](#) or reach out to the EACR 2025 Congress Secretariat directly (eacr@newway-management.com) to discuss opportunities and ideas.

Display area

A general display area with tables will be made available in the registration area. Exhibitors are invited to place relevant promotional brochures, leaflets, flyers, etc. in the display area. Placing any such brochures, leaflets, flyers etc. in other areas of the Congress is not allowed, except for at each company's own stand space. Any brochures, leaflets, flyers, roll-ups, signage, etc. found in unauthorised areas will be removed and discarded.

Pocket programme advertisements and branded Congress materials

Organisations who have purchased specific advertising in Congress publications or logo recognition on Congress materials will receive detailed specifications from the Congress Secretariat by email, no later than 10 March 2025.

Bag inserts

EACR 2025 Congress bag inserts are only allowed if the bag insert option has been booked and is fully paid. Bag inserts will be included in the Congress bags available to each registered participant. Inserts can be a flyer about your company or something more creative, such as a voucher encouraging symposium attendance or visits to your exhibition stand.

Inserts are limited to 10 companies and can be a maximum of 2 pages of A4 (4 sides). Material should be produced by the sponsor, approved by the EACR, and made available to the organisers in Lisbon before the time specified by the Congress Secretariat in separate instructions. The EACR encourages inserts to be printed in the most sustainable fashion (recyclable paper, environment-friendly ink, etc.).

Additional advertising opportunities

A selection of bespoke venue branding options is now available at great prices. Add one or more of these to your existing package to extend your brand reach throughout the Congress and get your company name at the forefront of participants' minds. [View the available options here](#) and contact stephanie.milsom@eacr.org to book.



13. FREIGHT HANDLING, SHIPMENTS, AND STORAGE

Kristal has been appointed as the official freight forwarder, customs clearance agent, and drayage contractor for the EACR 2025 Congress. It is their commitment to ensure your exhibits arrive on time and in good condition before the opening of the exhibition. Shipping guidelines and related forms are available via the external links below. These documents will assist you in your preparation for the correct and timely dispatch of exhibits to Lisbon; please follow the instructions closely.

The range of services provided by Kristal includes:

- Transportation (national and international)
- Temporary and permanent customs clearance
- Onsite handling, labour, and use of forklifts
- Labelling, removal, and storage of empty boxes and crates, to be returned to your stand at exhibition closure
- Accessible storage for brochures and giveaway items during the event
- Onsite assistance and supervision

For queries, please contact Maria Papantoniou:

Email: maria.papantoniou@kristal-logistics.com

Phone: +32 2 7514680

External links and forms:

- [Shipping guidelines](#)
- [Material handling and freight information form](#) (deadline 05 May 2025)
- [Stand contractor information form](#) (deadline 16 April 2025)
- [Unloading/reloading for direct deliveries form](#) (deadline 06 June 2025)

It is not possible to store empties on your stand or in the exhibition hall, other than in areas under supervision by Kristal. Daily storage of your handouts (i.e., prospects, flyers, magazines, giveaways, etc.) on the stand is allowed.

14. EXHIBITOR REGISTRATION AND EXHIBITION ACCESS

Exhibitor badges with company name and/or individual name

Only exhibiting companies are entitled to exhibitor badges. Each standard exhibition stand (9 sqm) includes 2 free all-access passes, which allow entry to all scientific sessions. Badges will include the company name only and may be shared among staff attending on different days. Personalisation of badges is possible (see below); however, personalised badges cannot be shared with other staff members.

Personalisation of exhibitor badges and ordering of additional exhibition-only badges

If you wish to personalise your allocated passes, you can do so via the EACR 2025 dashboard before **05 June 2025**. No personalised passes beyond the number allocated (2 passes per 9 sqm) can be provided.

Extra exhibition-only badges may be purchased via the EACR 2025 dashboard. The deadline to order additional badges is **05 June 2025** and payment for these must be made and received prior to the Congress. The cost of each additional exhibition-only badge is €150 + VAT and payment can only be made by credit card.

Staff with an additional exhibition-only pass do not have access to the scientific programme. If such access is required, standard Congress registration fees apply. Full EACR 2025 Congress registrations can be purchased via 2025.eacr.org/register. Exhibition-only badges purchased onsite must be paid for at the reception desk by credit card.



Congress Celebration

Treat your entire team to a 'walking dinner' served at the beautiful Páteo Alfacinha, which is just a 25-minute walk or short taxi ride from the Congress venue. **Congress Celebration tickets can be purchased via the exhibitor dashboard at a cost of €85 (VAT included).** Capacity is limited and pre-registration is required, so get your tickets early!

Catering

All exhibitor badges allow access to officially scheduled coffee breaks, the welcome reception, and the exhibitor lounge. Lunch is not included. Food and drink can be purchased from the sales points located in the exhibition hall.

EACR 2025 exhibitor lounge

An exhibitor lounge is open during exhibition hours and available for registered exhibitor staff. The lounge offers an environment to network amongst exhibitors or a space to work or meet away from the stand. Drinks and light refreshments will be available throughout the day.

Exhibitor badge collection

All exhibitor badges should be collected from the registration desk by the official contact person. They are not sent out to company offices prior to the Congress.

Lost and unused badges

Lost badges cannot be reprinted. In this case, a new badge must be ordered at applicable registration fees. Unused badges will not be credited, regardless of circumstances.

Registration desk

Below are the opening times for the registration desk, where you will be able to print your exhibitor badge(s) at dedicated kiosks. Instructions on how to print your badge are sent just prior to the Congress. The registration desk is at the main entrance.

Sunday 15 June 2025	15:00-20:00
Monday 16 June 2025	08:00-20:00
Tuesday 17 June 2025	07:30-19:00
Wednesday 18 June 2025	07:30-19:00
Thursday 19 June 2025	08:00-12:00

Worker passes for stand construction (applicable only to space-only stand bookings)

For safety, only those individuals directly responsible for the **construction** and **dismantling** of exhibits will be permitted in the exhibition areas during the assigned setup and dismantling periods. To this end, worker passes will be given out at the exhibition service desk during setup and dismantling periods. Such worker passes only give access during the build-up period on Sunday 15 June (09:00-19:00) and during the dismantling period on Thursday 19 June (08:00-15:00). Exhibitor staff are not allowed access until 16:00 to ensure individuals' safety.

All individuals working on the construction and dismantling of exhibits will receive their working passes upon arrival at the exhibitor service desk. Individuals without badges/working passes will not be allowed further access into the exhibition area(s). It is the responsibility of the exhibitor to ensure that all staff, visitors, stand personnel, etc. are fully briefed about this restriction. No exceptions will be made and neither the EACR nor the Congress Secretariat will be held responsible for any loss suffered by the exhibitor because of such an oversight.

Construction staff who also need access to the exhibition during exhibition opening hours for any adjustments or repairs must wear a valid exhibitor badge. In exceptional cases, access may be authorized by the EACR 2025 organisers.



Exhibition hall access for registered exhibitors

Registered exhibitors with correct badges may access the exhibition area(s) **30 minutes before and after** announced exhibition opening hours, as well as during build-up and dismantling times as listed in the exhibition timetable (Sunday, 15 June between 16:00-19:00 and Monday, 16 June 08:00-12:30).

15. LEAD RETRIEVAL

Lead retrieval is the ultimate tool to maximize your event ROI and enhance engagement. It offers numerous benefits that can take your experience to the next level.

Why choose lead retrieval?

- **Effortless data collection**
Say goodbye to manual business card exchanges. Lead retrieval systems allow you to **instantly capture and store contact information** with a quick scan, ensuring you never miss a valuable lead.
- **Streamlined follow-ups**
Empower your sales and marketing teams to **follow up with personalised and timely communication**, increasing conversion rates.
- **Improved exhibitor experience**
For exhibitors, lead retrieval systems mean fewer logistical hassles and **more time spent building relationships**. Attendees benefit from streamlined interactions, making their experience more memorable and efficient.
- **Eco-friendly and efficient**
Ditch the paper forms and business cards. Lead retrieval systems reduce waste and align with sustainable event practices, all while improving accuracy and organisation.

EACR 2025 offers you a new platform that is easy, efficient, and accessible at your fingertips with your own mobile phone. Exhibitors may purchase login codes that give direct access to the application.

Cost per login: €195

Early-bird promotion: orders placed before 15 May 2025 incur a €45 discount (cost per login: €150). Lead retrieval services are ordered via the exhibitor dashboard.

Terms of payment: Upon receipt of your order, an invoice representing the total amount due (quoted prices are net, excluding any applicable VAT) will be sent by our partner, Anderes Fourdy. Payment must be made by credit card.

Cancellation: Orders can be cancelled until 15 May 2025 without any fees. On or after 16 May 2025, a 50% cancellation fee applies.

Support: A tutorial on the functionality of the lead retrieval application and scanning will be shared prior to the Congress. Dedicated lead retrieval staff will be available onsite to provide any support needed.

Data retrieval and protection: Each lead will contain the contact information provided by the participant or the group registration contact person on the registration form (name, full address, telephone, email, and lead codes, where given). Neither the EACR nor Anderes Fourdy can be held liable for incorrect or incomplete data. The application will display the available information immediately after scanning and give you the opportunity to add extra data on the spot. All exhibitors should respect GDPR in the use of participants' data. By allowing their badge to be scanned, participants consent to the transfer of their identification and contact data to exhibitors for research and direct marketing purposes. Participants can decline to share their data by declining to be scanned.



16. CONDITIONS RELATED TO STAND ACTIVITY AND STAND PROMOTION

Activity

The main activity of any exhibition stand should be the presentation of the exhibiting company and its products or services.

Animals

Animals are not allowed in the exhibition and should not be used on exhibits. Trained guide dogs for those with visual impairments are permitted; if you will be bringing a guide dog, please advise the organisers upon entry to the venue.

Audio and visual activities

Exhibitors may use television screens and computer monitors **without sound** to present videos, slides and other material. Small-scale in-person presentations are permitted, but these **should not involve amplification** and/or cause disturbance to other exhibitors. The use of microphones within the exhibition area is strictly prohibited.

If the Congress organisers consider that a disturbance is being caused, the exhibitor is to halt the activity immediately or undertake corrective action such as ceasing amplification. If this is not done, the organisers reserve the right to make the necessary arrangements at the expense of the exhibitor. Refusal to correct or abandon an activity upon request will be considered a violation of these regulations. Licensing for copyrighted work is the sole responsibility of the exhibitor.

If you wish to give a structured and high-profile presentation to participants, we recommend purchasing a 15-minute Industry Spotlight, which would take place in the exhibition hall's dedicated spotlight area. Alternatively, select a full 45-minute Industry Symposium in one of the venue's auditoria if you would like to give a more comprehensive talk. Both options are advertised in the official Congress schedule.

Speaking slots are listed in the documents on this page: 2025.eacr.org/sponsorship

Children

Children under the age of 16 are not allowed in EACR 2025 Congress facilities. Exhibitors and their agents are advised that their staff must be over the age of 16.

Company description on website

Each exhibiting company will be listed on the Congress website. Listings include the company name, exhibition stand number, and company description, provided all information is uploaded to the EACR 2025 dashboard by **25 May 2025**.

Display and distribution of materials

Distribution or display of materials by an exhibitor or its agents is limited to:

- The company's exhibition space only.
- The onsite display area near registration, which will be specially set up for that purpose and marked as such.

In the case of printed material, the intellectual ownership of content should not be a cause for dispute and images should not cause offence. Additionally, any quoted references should be clear and follow internationally accepted principles. Scientific claims should be based on accepted evidence. The organisers' decision on such matters will be considered final.



Giveaways

Notwithstanding the legal responsibilities of each exhibitor at their own stand, the organisers have accepted the policy that small giveaways with a **maximum retail value of €10** are acceptable at the exhibition. The distribution of giveaways should be low-profile and should in no way overshadow the main activity of the stand. The activity must not disturb neighbouring stands or cause queues outside the stand area.

Giveaway items should:

- Be legal in Portugal in terms of the item itself and the product it advertises.
- Not exceed a value of €10 – proof of value must be provided if requested by the organisers and failure to do so will be considered a violation of these regulations.
- Be safe for the user and not endanger the health or reputation of Congress participants or the organisers.

Photography and filming

The use of photographers, portrait artists, or other artists is not allowed without the written permission of the organisers. No general part of the venue or exhibition may be photographed or filmed without permission of the organisers. Within their own stand, the exhibitor is entitled to photograph or film during exhibition hours. The Congress organisers are entitled to photograph, draw, or film the installations and stands, as well as the exhibits thereon, and to use these reproductions in its publications and in the press.

Prohibited activities

Exhibitors are not allowed:

- To display/use names or trademarks which may be misleading or cause hindrance to other exhibitors or to conference visitors.
- To sell goods or to receive money in any way for goods sold/offered for sale or for services rendered.
- To affix 'sold' tags to goods on display during the exhibition.

Promotion rights

The exhibitor is entitled to use the Congress logo on their own invitations and promotional documents directly related to their participation in the exhibition. The Congress logo can be downloaded [here](#).

Only the official logo can be used with no modifications. The use of any other Congress branding and visuals is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media, etc. without prior request and subsequent written approval from the organisers.

Quizzes and prizes

Only quizzes of a relevant nature can be held at the stand. Interactive technology-based quizzes may be accepted provided they have no negative impact on the exhibition area and do not violate other rules within this document. Each exhibitor must declare all prizes in advance with a description. If the purchase value of a prize is questioned, each exhibitor is expected to show proof of purchase value, either before or during the Congress.

Special effects

'Special effects' such as lights, lasers, sound, video projection, and/or video/sound recording on the stand will only be allowed when the effect is limited to the stand area rented and providing that there is no health or safety risk. Written permission for such from the organisers must be granted.

Staffing

The space assigned to the exhibitor must be staffed during exhibition opening times. Unattended stands are a security risk to the exhibitor and, during exhibition opening periods, are discourteous to participants, fellow exhibitors, and the Congress organisers. This will be considered a violation of regulations.



17. CONDITIONS OF PARTICIPATION AND CODES OF PRACTICE

Congress exhibitors and their subcontractors are bound to follow these general conditions of participation while on the premises of the Lisbon Congress Centre.

Exhibition layout changes

The organisers reserve the right to make changes to the exhibition floor plan or layout, or to close entrances and exits in the Congress venue as befit their needs and in the best interests of the Congress.

Stand relocation

The organisers reserve the right to relocate stands if circumstances make this necessary and for the safety of participants. Alterations to the agreed stand location will only be made after consultation with the exhibiting organisation and with mutual agreement. If in such cases the interests of the exhibitor are unreasonably impaired, the exhibitor may withdraw from the contract in writing.

Subtenants and other represented companies

Sharing the allocated stand area with another company, regardless of whether this company is represented by its own staff (subtenant) or only by its own exhibits (represented company), is not permitted. This applies equally to companies with products or services aligned to a registered exhibitor.

Should a registered exhibitor wish to exhibit in association with another organisation, the organisers will endeavour to offer additional exhibit space, where available, under normal conditions of sale. If an exhibiting organisation has multiple corporate entities but shared ownership, the organisational relationship must be made clear to participants. Transfers – even in part – of the rights and obligations arising from the rental contract to third parties is not permitted.

Security and insurance

Neither the organisers nor their contractors are responsible for the safety of any exhibit or other property of the exhibitor or any person. Neither the organisers nor their contractors are responsible for the loss, damage, or destruction by any cause of the exhibits or other property, or for loss, damage, or injury sustained by any exhibits or any other persons.

The exhibitor shall indemnify the organisers and their contractors to third persons in the event of any act or omission of the exhibitor, staff, agent, or personnel hired on a temporary basis to staff the exhibition stand. Since the organisers and their contractors accept no responsibility for any of the foregoing matters, the exhibitor should take out insurance to cover any loss due to theft or negligence, damage, injury, or liability. The exhibitor agrees not to pursue the organisers for any risks.

Mandatory codes of practice

All exhibitors and sponsors at EACR 2025 are responsible for adhering to any Portuguese codes of practice and/or other relevant European regulations.

EACR 2025 has been approved by the Eucomed conference vetting system, MedTech Europe, which represents the European medical technology industry: www.ethicalmedtech.eu/medtech-codes.

In all cases, exhibitors are responsible for ensuring that their promotion during the conference is legally and ethically acceptable in Lisbon and Portugal.



18. GUIDELINES RELATED TO EXTERNAL ACTIVITIES

Unofficial industry symposia

Companies are not permitted to organise unofficial industry symposia or similar corporate events that are open to and free for general Congress participants to attend, either inside or outside the congress venue. This restriction is applied during the period extending from the start of the first sessions at 10:00 on Monday 16 June 2025 until and including the end of the last hour of the Congress on Thursday 19 June 2025 at 13:00.

Social events

Companies and organisations are welcome and encouraged to organise social networking events such as dinners and receptions during the framework of the Congress. These social gatherings may not be organised in parallel with any of the scheduled scientific Congress sessions.

Closed meetings

Limited meeting spaces are available at the Congress Centre as part of the EACR 2025 space allocation. These enable exhibiting companies to organise small, closed business meetings such as (advisory) board meetings, investigator meetings, etc. Small, closed meetings may take place in parallel with official Congress sessions provided they do not convene large groups of people. The guiding principle of this policy is to avoid attendees missing Congress scientific sessions. These meetings may only be attended by invited participants and may not be open to general Congress participants.

Meeting rooms

If available, meeting rooms can be booked through the EACR 2025 Congress Secretariat. For rental costs or to book a meeting room, reach out to the organisers: eacr@newway-management.com.

