

Stockholm

17-21 March 2009



24th Annual EAU Congress
Exhibitors Technical Manual



EAU

**European
Association
of Urology**



Dear Exhibitor,

On behalf of the European Association of Urology, I am very pleased to present you with the Exhibitors Technical Manual for the upcoming 24th Annual EAU Congress in Stockholm.

Comprehensive additional information on key dates, contacts, EAU exhibition rules and regulations and all EAU services is also provided.

Technical order forms and various additional facilities and services you may need to set up your exhibit can be accessed through the website of the Stockholm International Fairs. All exhibitors will receive a username and password to be able to enter the exhibitor services section of the SIF website.

I urge you to take particular note of all applicable deadlines and due dates; meeting these dates will avoid unnecessary expenses.

Please share this information with any staff in your company and/or third parties involved in the EAU Stockholm 2009 exhibition.

We kindly request you to observe the rules and regulations of the EAU and of the Stockholm International Fairs and look forward to a successful EAU congress and exhibition!

We have made every effort to ensure that the Exhibitors Technical Manual is comprehensive and easy to use but if you have any further questions, please do not hesitate to contact me.

With kindest regards,

A handwritten signature in blue ink, appearing to read "Henriët Wieringa", is written over a light blue circular stamp.

Henriët Wieringa
Exhibition Manager

P.S. Please note that the congress days are 17-21 March, 2009; the exhibition will be open Wednesday 18 through Friday 20 March only!

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1. KEY DATES AND DEADLINES

15 January, 2009

- Deadline for submission Stand design plans.
By mail or by email to:
Congress Consultants BV, Att. Henriët Wieringa,
P.O. Box 30016, 6803 AA Arnhem, The Netherlands
Email: h.wieringa@congressconsultants.com
- In case the design exceeds 2,5 m. building height you also have to send in the design for a height permit to the SIF (fee for the permit is SEK 5000): Stockholmsmässan, Exhibitor Service, s- 125 80 Stockholm.
Email: us@stofair.se

30 January, 2009

Deadline for submitting a Product Description or Company Outline (online) that will be published free-of-charge in the Exhibition Guide. On 5 January 2009 each exhibitor will receive an email with their sign-in details and instructions on where and how to enter the profile.

10 February, 2009

Deadline for ordering Delegates mailing labels

15 February, 2009

Deadline for ordering Bar code scanners

15 February, 2009

Deadline for ordering Congress bags inserts

27 February, 2009

Deadline for ordering Exhibitor badges

15-17 March, 2009

Sunday 15 March
Monday 16 March
Tuesday 17 March

CONSTRUCTION OF STANDS

08.00-21.00
08.00-21.00
08.00-24.00

18-20 March, 2009

Wednesday 18 March
Thursday 19 March
Friday 20 March

EXHIBITION OPENING HOURS

<u>DELEGATES</u>	<u>EXHIBITORS</u>
09.00-18.00	08.00-18.30
09.00-18.00	08.00-18.30
09.00-18.00	08.00-24.00

The exhibition will close Friday 20 March at 18.00 hrs.

20-21 March, 2009

Friday 20 March
Saturday 21 March

DISMANTLING OF STANDS

18.00-24.00 (access vehicles as of 20.00 hrs!)
08.00-24.00

Stockholm

24th Annual EAU Congress 17-21 March 2009

2. CONTACT PERSONS

ORGANISER

EAU 2009 – CONGRESS CONSULTANTS B.V.

Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : info@congressconsultants.com
url : www.eaustockholm2009.org

CONTACT PERSONS

EXHIBITION

Ms. Henriët Wieringa
Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : h.wieringa@congressconsultants.com

EXHIBITOR REGISTRATION

Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : exhibitorregistration@congressconsultants.com

SPONSORING (ADVERTISEMENTS, BAG INSERTS, ETC.)

Mr. Peter Hazenberg
Tel. : +31 26 389 0680
Fax : +31 26 389 0674
E-mail : p.hazenberg@uroweb.org

DELEGATES MAILING LABELS

Ms. Claudia Herrmann
Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : c.herrmann@congressconsultants.com

MEETING ROOMS

Ms. Jacqui McGrath
Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : j.mcgrath@congressconsultants.com

HOSPITALITY SUITES

Ms. Jacqui McGrath
Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : j.mcgrath@congressconsultants.com

CATERING - MÄSSRESTAURANGER

Mr. Per Horisberger

Tel : +46 8 727 72 40
Fax : +46 8 99 47 70
E-mail : per.horisberger@restofair.se

BARCODE SCANNERS

Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : exhibitorregistration@congressconsultants.com

SYMPOSIA

Ms. Hannieta Beuving

Tel. : +31 26 389 1751
Fax : +31 26 389 1752
E-mail : h.beuving@congressconsultants.com

PHOTOGRAPHER – MARCO VELLINGA

Tel : +31 26 3342054
Email : info@marcovellinga.nl

HOTELS - CONGREX SWEDEN AB

Tel. : +46 8 459 6620
Fax : +46 8 661 9125
E-mail : EAU2009.accommodation@congrex.com

LOGISTICS - FAIREXX LOGISTICS FOR EXHIBITIONS BV

Mr. Paul van Zijl

Tel. : +31 251 25 00 60
Fax : +31 251 25 00 65
E-mail : EAU2009@fairexx.nl
url : www.fairexx.nl

EXHIBITION VENUE

STOCKHOLMSMÄSSAN STOCKHOLM INTERNATIONAL FAIRS

Mässvägen 10
12580 Stockholm
Sweden

Tel : +46 8 749 41 00
Fax : +46 8 99 20 44

CONTACT PERSONS SIF

EXHIBITOR SERVICES (SHELL SCHEMES/ELECTRICITY/FURNITURE...)

Tel. : +46 8 749 44 44
Fax : +46 8 99 70 05
E-mail : us@stofair.se

SITE INSPECTIONS

Ms. Christina Olsson

Tel. : +46 8 749 44 28
Fax : +46 8 749 63 72
E-mail : christina.olsson@stofair.se



3. GENERAL INFORMATION EAU

3.1 Exhibition location

The exhibition accompanying the 24th Annual EAU Congress will be held in Hall B of the Stockholm International Fairs.

3.2 Scientific programme

The 24th Annual EAU Congress will contain a wide variety of scientific sessions and concentrate on a contribution of traditional forms of scientific presentations alternating with new forms of interactive and electronic scientific exchange. The following programme items will be included:

- State-of-the-art lectures
- Oral Sessions
- Poster Sessions
- Video Sessions
- Debates
- Symposia
- Hands-on Training Sessions
- Case discussions
- EAU Section Meetings
- ESU Courses
- Joint Sessions with other urological associations

3.3 Exhibitors entitlements

Exhibitors are entitled to:

- *Attend the technical exhibition
- *Attend the sponsored symposia
- *Attend the opening ceremony and welcome cocktail

*If exhibitors want to participate in the scientific sessions, they have to register as delegates.

*Exhibiting companies have the right to apply for complimentary full registrations as stated below:

Exhibiting companies < 75 sqm	1
Exhibiting companies ≥ 75 sqm	2
Symposium Organisers	2
EAU Gold Corporate Sponsors	3
EAU Platinum Corporate Sponsors	5

(please note that complimentary full registrations per category can not be added together)

*Each exhibiting company will receive **one** congress bag, which includes the Programme book.

*Each exhibiting company can submit online a Product Description or Company Outline that will be published free-of-charge in the Exhibition Guide in which all exhibitors will be listed together.

The Exhibition Guide will be included in the Programme book. On 5 January 2009 each exhibitor will receive an email with their sign-in details and instructions on where and how to enter the profile.

The deadline for submitting the profile is 30 January 2009.

3.4 Opening Ceremony and Welcome Reception (included)

A special ceremony will open the 24th Annual EAU Congress with the presence of eminent guests and some of Sweden's dignitaries, their attendance underscoring the importance of fostering closer professional ties in the international medical community.

Share in the excitement of recognising some of Europe's most admired urological experts. Special award presentations will be held with the conferment of the EAU's most prestigious annual award, the Willy Gregoir Medal, as one of the main highlights.

Following the Opening Ceremony, the Welcome Reception provides an opportunity to nurture friendships and build new ones. Music, drinks and a cordial company will not only set the tone but also marks the auspicious start of yet another memorable congress.

Date : *Wednesday, 18 March 2009*
Time : *18.00-21.00 hrs.*
Location : *eURO Auditorium*
Cost : *Included*

3.5 EAU Evening

Skansen, Sweden's - if not the world's - oldest open-air museum, is founded in 1891 and will be the wonderful setting of another spectacular EAU Evening. Nostalgia, Sweden's distinctive cuisine and the pure fun of travelling back in 'time' to a town founded 150 years ago are just a few of the evening's highlights.

Offering an authentic ambience, Skansen recreates in living detail a bakery, pottery, a pharmacy, barbershop and other town life icons from a bygone era. To fully enjoy the pleasures of discovering Skansen's evocative setting, warm clothing and comfortable shoes are recommended. For pleasant conversation and an enjoyable dinner with friends, different restaurant areas provide various themed settings and a specially prepared banquet.

With Skansen exclusively booked for the EAU, popular and genre music, entertainers plus a live band and dance floors are amongst the attractions in the festive programme.

Date : *Friday, 20 March 2009*
Time : *19.30-24.00 hrs.*
Location : *Skansen and Solliden*
Cost : *€ 100 (excl. 25% VAT)*
Transport : *Shuttle buses will leave from the main entrance of the Stockholm International Fairs as from 19.00 hours. Buses return from the EAU evening venue Skansen back to the Central Station in Stockholm. From there all hotels are easily accessible.*
Dress Code : *Casual (we recommend warm clothing and comfortable shoes for outdoor areas)*



4. EAU RULES AND REGULATIONS

4.1 Regulation compliance

- The exhibitors agree to observe all regulations and requirements stipulated in this document and shall not construe them as merely administrative.
- The exhibitors agree to observe all regulations and requirements stipulated by the Stockholm International Fairs.
- The exhibitors agree to adapt the existing rules of health authorities regarding marketing exposure in the country where the EAU Annual congress is organised. This is of importance to the EAU in order not to harm the EAU event and activities.
- The exhibition manager and the authorities of the conference centre shall exercise full power in the duties vested to their rank to find the means necessary in order to enforce the present regulations to their full extent.
- The exhibitors accept to comply with all regulations thereof and any new provision and/or amendment that may be brought due to the circumstances at that time, and adopted as being in the best interest of the event pursuant to which the organisers reserve the right to convey new information even verbally.
- Any infraction of customary and statutory regulations, instructions or government decrees and/or amendments enacted or referred to, may result in the immediate eviction of the offending exhibiting person or company by decision of the organisers, without prior notice and without prejudice to any compensation that could be claimed as a result against the offender in repair for damage and signed payment default or injury from which the event could suffer.
- The aforementioned shall apply in particular in the event of insurance default, non-conformity to the general instructions, failure to comply with safety regulations, non-occupancy of the booth, absence of the reservation form duly completed and signed, payment default.
- Disputes arising in connection with the present clauses shall be settled in any court having jurisdiction over the organisers' head office. The text in the Swedish language shall be deemed authentic and shall sole be taken into consideration.
- The exhibitors agree to observe all regulations and requirements

4.2 Publicity rules

- Only the congress organisation has the right to distribute press material at the congress centre and exhibition area.
- The exhibitor is only entitled to distribute press material at his own press conferences, at the Press Centre and at the booth, which may not contain ideological or political subject matters.
- In exceptional circumstances, balloons may be used within the booths providing they are filled with safety gas and prior consent of the fire department has been given.
- It is not allowed to violate official instructions and directions, particularly those of the fire department.
- It is not allowed to make any films or photos in the exhibition area or in the session rooms without written permission of the EAU.
- Interviewing is prohibited in the exhibition area without written permission of the EAU.

- Acoustic presentations are allowed only if they are arranged in such a way that other exhibitors are not disturbed by them and visitors in the hall aisles are not hindered in any way.
- No live scientific presentations are allowed on the booth.
- For optical and acoustic demonstrations, only approved safety materials may be used.
- The use of monitors or monitor walls at the booth is permitted as long as the distance to the aisles is at least one meter.
- In case a video is shown at the booth, the content should be known to the congress organisation.
- In case musical presentations or other sound or visual playback equipment are used, the exhibitor is responsible for acquiring the performing rights (copyright) and has to apply for the corresponding permit in due time before the congress starts. Failing to do this, the exhibitor must anticipate claims. In no case, claims can be enforced against the congress organisation.
- Those interfering with the flow of visitors, especially those which cause congestion at the hall aisles, are detrimental to the running of the event

4.3 Enforcement of rules and regulations

Should, through a legal decision by a Swedish court (judgement, etc.) an exhibitor have been prohibited from offering services or from making advertising presentations of the same and should the exhibitor refuse to comply with the legal decision and to cease offering the products and services or making an advertising presentation on his exhibition booth, the congress organisation can exclude the exhibitor from the current event, as long as the legal decision has not been set aside in a subsequent decision by a court of appeal. In this case the booth rent will not be refunded, either fully or partially. The congress organisation is not obliged to check the correctness of the legal decision.

If the legal decision is set aside, later, by a court of appeal, the exhibitor has no right to claim damages when he is excluded on the basis of the earlier legal decision.

The same applies if the exhibitor continuously breaches the regulations of the congress exhibition show or if there are reasons that justify the termination of the booth rental contract without notice.

4.4 EAU rules with respect to non-official meetings on 15-23 March 2009

* During the period 15-23 March 2009 inclusive, it is strictly forbidden to hold any other (scientific) meetings, symposia, workshops or hands-on training sessions, involving more than 5 congress delegates, either within the congress venue or at other location(s) in the city of Stockholm or surrounding areas (500km).

It is also forbidden to organise repeat meetings involving less than 5 congress delegates.

The EAU Congress Office should be informed of any meeting(s) involving more than 5 congress delegates organised during the days mentioned above.

* Any formal presentations occurring at hospitality events will be regarded as scientific meetings.

* Hospitality events may only be organised outside the official congress hours and not during the official social events.

* Violation of the above mentioned rule will have consequences for participation in the official exhibition or symposium programme.

4.5 Advertising

The inside area of the booth may be used by the exhibitor for advertising purposes, although only in respect of the exhibits displayed by him.

The congress organisation may issue regulations relating to the design of the outer booth areas taking into account of the overall effect to be given by the exhibition.

Publicity measures may neither be implemented outside of the boundary of the booth nor on or in front of the fair ground; subject to this condition is also the use of persons for publicity purposes, as well as the distribution of any kind of advertising material, for example leaflets, posters, stickers etc. in the gangways of the exhibition hall, on the exhibition ground or in the direct vicinity of the exhibition ground.

It is equally prohibited to carry out surveys, tests, competitions, raffles or contests outside of the booth.

4.6 Exhibits

During the event, booths must be furnished with the exhibits which have been registered and accepted for display. Within this period of time, exhibits may not be removed or exchanged for other types of exhibits. During the hours of opening, articles may not be concealed.

4.7 Exhibitor badges

The booth confirmation documents include, free of charge, according to the size of the booth, special exhibitor badges, for the employees of the exhibitor, and for persons acting on behalf of the exhibitor. These badges are to be carried by their users at all times on the exhibition grounds.

SQM BOOTH	Number of free exhibitor badges
< 30 sqm	2
30 – 74 sqm	4
75 – 100 sqm	6
> 100 sqm	8

The Corporate Sponsors of the European Association of Urology as well as the Symposium Organisers of the 24th Annual EAU Congress will be given exhibitor badges free of charge without limitation. The exhibitor badge gives free entrance to the exhibition grounds as well as to the satellite symposia. All additional exhibitor badges will be charged.

- Insofar as additional exhibitor badges are required these may be ordered at Congress Consultants, against payment. They are only to be used by the staff of the exhibitor. The badges are not transferable.
- € 50,- (excl. 25% VAT) will be charged for each additional exhibitor badge.
- All badges over the complimentary allotment must be paid for in advance. Additional badges will not be generated without advance payment.
- If misused, the badges will be confiscated with no right to take legal proceedings.
- The exhibitor badge(s) and the free full registration(s) have to be ordered on-line. All exhibitors will receive a username and password in order to be able to enter the exhibitor registration section of the EAU website.
- The deadline for ordering exhibitor badges is 27 February, 2009.

Exhibiting companies have the right to apply for **complimentary full registrations** as stated below (you can not count up two numbers):

Exhibiting companies < 75 sqm	1
Exhibiting companies ≥ 75 sqm	2
Symposium Organisers (NON-CS)	2
EAU Gold Corporate Sponsors	3
EAU Platinum Corporate Sponsors	5

Just these complimentary full registrations are valid as a delegate badge and as an exhibitor badge, so that these badges allow early entry into the exhibition hall as well, according to the time schedule for exhibitors.

Please note that the normal congress badges do not entitle to enter the exhibition before the official opening hours, not even if the congress badge-holder is an employee of an exhibiting company!!!

4.8 Exhibitor registration rules

- No distributors, suppliers or models will be allowed admission to the exhibition hall unless an active exhibitor agrees to register them. In this case, badges will note only the name of that exhibiting company. Placing business cards in or over the official badge will result in expulsion from the exhibition hall.
- Any distributor or supplier without proof of company affiliation will be directed to attendee registration and required to pay the € 900 non-member on-site registration fee.
- Physicians who wish to register as exhibitors must be full-time employees of the exhibiting company and have a company ID or a business card.
- Everyone needs a badge to enter the exhibition grounds
- No one under the age of 16 years will be allowed at the exhibition grounds.

4.9 Congress registration

Exhibitors who want to take part in the scientific congress program should be registered as congress delegates.

Please note that the normal congress badges do not entitle to enter the exhibition before the official opening hours, not even if the congress badge-holder is an employee of an exhibiting company!!!

	Before 12 January 2009	between 12 January and 12 February 2009
EAU member	€ 525	€ 650
Non EAU member	€ 650	€ 800
EAU junior (international) member	Free	Free
Ph.D. Researcher EAU affiliated member	€ 125	€ 150
Resident/Ph.D. Researcher non EAU member	€ 250	€ 300
EAUN member (nurse)	€ 175	€ 225*
Non EAUN member/Nurse	€ 275	€ 325*
Press	Free	Free
Accompanying Person	€ 200	€ 200*

For registrations received after 12 February 2009 a surcharge of € 100,- has to be paid (* no surcharge).

All fees are excluding 25% VAT.

Congress registrations can be made on-line through the [EAU Website](#).

4.10 Visitors

Only registered visitors will be allowed to the exhibition area. The congress organisation is entitled to carry out appropriate checks at the entrance and to refuse entry to visitors without the appropriate badge.

4.11 Rental of meeting rooms

We will rent out meeting rooms to exhibitors. Please contact Jacqui McGrath of Congress Consultants B.V. for more information:

Tel : +31 26 389 1751

Fax : +31 26 389 1752

Email : j.mcgrath@congressconsultants.com

4.12 Hospitality suites

We will rent out hospitality suites to exhibitors. Please contact Jacqui McGrath of Congress Consultants B.V. to discuss this option:

Tel. : +31 26 389 1751
Fax : +31 26 389 1752
Email : j.mcgrath@congressconsultants.com

4.13 Rental of storage rooms

On request storage rooms will be constructed in Hall A.

For further information you can contact Christina Olsson of the Stockholm International Fairs:

Tel : +46 8 749 44 28
Fax : +46 8 749 63 72
Email : christina.olsson@stofair.se

4.14 Housing

The company "Congrex Sweden AB" in Stockholm will handle the housing for the 24th Annual EAU Congress. Congrex has a highly professional team to deal with all housing requests. Accommodation requests will be handled on a first come, first served basis. Accommodation can be booked through:

Congrex Hotel Function Stockholm
c/o Congrex Sweden AB
PO Box 5619
SE-114 86 Stockholm
Sweden

Tel. : +46 8 459 66 20
Fax : +46 8 661 91 25
Email : EAU2009.accommodation@congrex.com

4.15 Catering on the stand

Exhibitors are allowed to bring their own food and drinks but they do need to notify SIF on this and receive a permission for the distribution of the F&B (this has to do with the strict regulations on alcohol in Sweden). Exhibitors are not allowed to bring anything in through other catering companies since there is an exclusivity contract with one catering company.

For stand catering you can contact:

Mr. Per Horisberger

Mässrestauranger

Tel : +46 8 727 72 40
Fax : +46 8 99 47 70
E-mail : per.horisberger@restofair.se

4.16 Photographer

If you need professional photos of your stand, you can contact our official photographer Marco Vellinga:

Tel : +31 26 3342054
Email : info@marcovellinga.nl

4.17 Security

Please note that the congress organisers provide hall security, no stand security. You can hire stand security through the Exhibitor services section of the SIF website. Exhibitors are advised to observe the following recommendations:

- Do not leave the booth unattended while visitors are still in the exhibition hall.
- Protect all exhibits if they cannot be securely locked away at the end of each day.
- Valuables should be secured away in a safe area.

The organiser nor the congress centre can be held liable for any thefts, loss or damages incurred on articles left on site during day or night.

4.18 Accidents/First Aid

If you are involved in or witness an accident, however small, at any point during your time on-site, it is your responsibility to report it to the Duty Security Officer located at the main entrance or by phone: +46 87 49 99 11.

The venue's First Aid centre is located in the gallery outside Hall A and can be contacted by calling: +46 87 49 41 61.

4.19 Emergency procedures

Evacuation or partial evacuation is on the advice of the venue. Should an emergency occur that necessitates an evacuation, an announcement will be made over the PA system. Exit the building immediately via the nearest exit point and make your way on foot to your closest Assembly Point as directed by venue staff. Please refrain from using mobile phones at this time. Whilst at the Assembly Point you will be kept informed of developments. When the emergency has ceased you will either be invited to return to the exhibition to resume normal business or advised to return the next day – in which case you will not be permitted to return to the exhibition to collect vehicles, bags, briefcases etc.

4.20 Suspect packages

It is important to make constant checks to your stand to ensure that no unidentifiable packages, cases or bags have been deposited. If you discover a suspect package you should:

- Inform the Duty Security Officer located at the main entrance or by phone +46 87 49 99 11.
- Give a full description of the package and its location
- DO NOT approach, touch or move the package
- DO NOT use a mobile phone within 10 meter radius of the package

4.21 Smoking policy

Smoking is prohibited inside the congress centre and the exhibition hall.



5. BOOTH CONSTRUCTION RULES AND REGULATIONS

A detailed booth floor plan must be sent by mail/email to Congress Consultants (and the SIF if you will build higher than 2,5 m.) no later than 15 January 2009 for approval

5.1 Booth construction and dismantling times

- The deadline for moving heavy merchandise by pallet trucks etc. is **Tuesday 17 March, 4 pm**. As of 4 pm work may only be carried out within the designated areas of the exhibition stands and all material must be cleared from the aisles, since the carpet will be laid in the aisles as of 4 pm.
- The construction and fitting out of the booth must have been completed and the exhibition hall cleared of persons and goods not exhibited at the booth, **at the latest by 24.00 hours on Tuesday 17 March, 2009**.
- The dismantling of the complete booth equipment and installation, including the exhibitors' own booth structures and fittings, may not start before 18.00 hours at 20 March and must have been completed and the exhibition hall cleared **at the latest by 24.00 hours on Saturday 21 March, 2009**. The booth area must be cleared and handed over to the responsible hall inspector. In case of disobedience, the additional cost will be charged to the exhibitor for removal.

The times for exhibition, move in and move out are as follows:

15-17 March, 2009

	CONSTRUCTION OF STANDS
Sunday 15 March	08.00-21.00
Monday 16 March	08.00-21.00
Tuesday 17 March	08.00-24.00

18-20 March, 2009

	EXHIBITION OPENING HOURS	
	<u>DELEGATES</u>	<u>EXHIBITORS</u>
Wednesday 18 March	09.00-18.00	08.00-18.30
Thursday 19 March	09.00-18.00	08.00-18.30
Friday 20 March	09.00-18.00	08.00-24.00

The exhibition will close Friday 20 March at 18.00 hrs.

20-21 March, 2009

	DISMANTLING OF STANDS
Friday 20 March	18.00-24.00 (access vehicles as of 20.00 hrs)
Saturday 21 March	08.00-24.00

5.2 Bare floor space

The booth will be hired out as "**SPACE ONLY**", which means that the booth site will be rented out without any prefabricated walls, installations, furniture, electricity, carpet and furnishings, or any other technical supplies and facilities. The exhibitor shall personally take care of the set-up and installation of the booth (which means carpet, walls, if needed or prescribed, furniture, electricity etc.).

Shell schemes can be obtained through the Exhibitor services section of the SIF website. The exhibitor or his booth designer must inform themselves on site, prior to the start of planning work as to the technical factors on hand and must take precise measurements. No responsibility can be accepted for the correctness of such data.

5.3 Booth floor plan for approval

Every exhibitor must submit an exact statement of the dimensions of the stand, as well as plans and descriptions of the stand. This applies equally to those companies hiring a shell scheme. This information has to be sent by mail or email **before 15 January 2009** to:

Congress Consultants B.V.
Att. Henriët Wieringa
P.O. Box 30016
6803 AA Arnhem
The Netherlands
Email: h.wieringa@congressconsultants.com

Besides, exhibitors that will build higher than 2,5 m. have to send in their design for a height permit by the Stockholm International Fairs. The fee for the permit is SEK 5 000. Work above the 2.5 level can not start until you have received written permission from Exhibitor Service. Please send the design to:

Stockholmsmässan
Exhibitor Service
s- 125 80 STOCKHOLM
e-mail: us@stofair.se

The drawings should clearly indicate the planned layout, equipment and furnishing of the stand, as well as the "transparency" concept. Also indicated must be the location of power outlets, electricity cables, water and compressed air connections as well as telephone and ventilation installations. A three-dimensional drawing or photograph of the model, a top and a side view drawing indicating the various heights and the open/transparent parts will in principle be sufficient. If special constructions are planned (roofing, information towers, moving parts, etc) additional information will have to be submitted. All designs will be judged on transparency, size, location and volume.

No approval from Congress Consultants (and for constructions above 2,5 m. also from the SIF) means no permission to construct the stand!

5.4 Separation wall

All peninsula, corner and in-line stands must be separated from the neighbouring stand(s) by means of a separation wall. This separation wall must be 2.5 metres high and finished on all sides. The separation wall is considered as part of the stand design and should be indicated on the stand drawings.

5.5 Sides 70% open and transparency

It is not allowed to erect walls, glazing or other constructions/objects on or near the perimeter of island stands. This also applies to the open sides of peninsula, corner and in-line booths. Stands should be fully accessible on all "open" sides. **At least 70 % of the sides facing the isles must be open.** In addition, booths should have "**transparency**" and the **openness of sight lines around and through the design**, so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed.

5.6 Maximum building height / suspension / double-storey stands

- The maximum building height differs:
 - at the left side of the hall, left of the purple line in between PB6 and PB7, the max. building height is 6 m.
 - at the right side of the hall, to the right side of the purple line, the max. building height is 5 m.
- Suspension is possible. You can send a drawing and a request to the Exhibitor Services-team of the Stockholm International Fairs so that they can inform you about the cost for hanging constructions.
E-mail: us@stofair.se
Please note that the maximum building height is including any suspension!
Besides, suspended items are seen as part of the design and thus have to be approved as well by Congress Consultants.
- Double-storey stands will not be allowed.

5.7 Building-up/dismantling badges

The building-up/dismantling badges can be requested:

- at the Info counter in the Main Entrance Hall
- at the gate of the Traffic Control in front of Hall B

5.8 Exhibitor Service Centre

The Exhibitor Service Centre for all inquiries/orders with respect to electricity, furniture, etc. is located on the first floor in the main entrance. There are signs from the main entrance that direct you to the Service Centre.

The opening hours of the Exhibitor Service Centre are:

Sunday 15 March	: 08.00-16.00
Monday 16 March	: 08.00-18.00
Tuesday 17 March	: 08.00-19.00
Wednesday 18 March	: 08.00-19.00
Thursday 19 March	: 08.00-19.00
Friday 20 March	: 08.00-19.00
Saturday 21 March	: 08.00-14.00

5.9 Alcohol and drugs

Drinking of alcohol onsite during the build up and breakdown phase is forbidden.

The taking of illegal drugs on site is strictly forbidden at all times.



6. TRANSPORTATION / FREIGHT

6.1 Official freight forwarder

The EAU appointed as official freight forwarder Fairexx Logistics for Exhibitions BV. All freight forwarders are allowed to transport and unload the booth material by taillift and manual palletjack into the exhibition grounds of SIF, but we strongly recommend Fairexx, since they are very experienced with exhibition logistics. On-site we will exclusively allow Fairexx Logistics for Exhibitions BV to do the on-site handling, storage etc.

You can contact Fairexx Logistics for Exhibitions BV with respect to transportation, unloading, storage, customs, etc. and ask for an offer free of engagement:

Contact : Paul van Zijl
Tel : +31 251 25 00 60
Fax : +31 251 25 00 65
Email : info@fairexx.nl
Website : www.fairexx.nl

6.2 On-site Fairexx office

The on-site Fairexx office is located just outside Hall B, in between the cargo doors PB5 and PB6.

6.3 Unloading/reloading timeslot required

To avoid traffic congestion at the Stockholm International Fairs an unloading/reloading timeslot will be required.

Please fill in the **TIMESLOT REQUEST FORM EAU 2009** on page 10 of the Fairexx- Shipping manual and tariffs EAU 2009 to request an unloading/reloading timeslot.

6.4 Access time for vehicles for dismantling

At 18.00 Fairexx will start delivering the empties to the booths. By 20.00 hours all stands will have received their empties. Due to security reasons all vehicles (regardless the size) will just have access to the Loading Docks next to Hall B on Friday evening 20 March as of 20.00 hours.

6.5 Courier shipments

We strongly recommend exhibitors NOT to send their goods via courier companies. When inevitable do not send shipments directly to your stand unless you have a member of your staff present to receive them (Address in that case: Stockholmsmässan, Mässvägen 1, Älvsjö Stockholm, Sweden, Hall B, Name of the Exhibitor, Stand number).

If you do send goods by a courier company we suggest that you send them to the following address:

Stockholmsmässan
c/o Fairexx Logistics for Exhibitions BV
Parkeringsvägen 10
125 30 Älvsjö
Sweden

Notify:

Exhibition: EAU 2009

Exhibitor:

Stand number:

Reception & storage of courier shipment up to 5 kg. sent to that address (only EU goods in free circulation – NO bonded goods) and which will be picked up at the on-site Fairexx office by the client, are free of charge.

For shipments not consigned to Fairexx, but directly to the exhibitor and stand, no liability is accepted.

6.6 Parking

Trucks can park for free at the parking lot of Stockholm International Fairs.



7. FORMS AND ORDER FORMS EAU

7.1 ORDER FORM INSERTS IN CONGRESS BAGS

We hereby confirm that we would like to have our leaflets inserted in 11.000 congress bags for the price of € 7.500. We will supply the EAU with 11.000 inserts (max. 1 page A4) for the congress bags.

Company : _____
Contact person : _____
Address : _____
Country : _____
Tel : _____
Fax : _____
E-mail : _____

Date: _____

Signature: _____

After receiving this reply form, we will send you a confirmation with further information regarding the bag inserts, the address where and when to send them, etc.

Please return **before 15 February, 2009** to:
Congress Consultants B.V., Attn. Peter Hazenberg
P.O. Box 30016, 6803 AA Arnhem, The Netherlands
Fax: + 31 26 389 0674



7.2 DELEGATES MAILING LABELS

The European Association of Urology rents mailing labels of all delegates attending our upcoming EAU Congress in Stockholm, 17-21 March 2009. Two sets of labels are available:

1) Pre-registered delegates. These labels will be available as of 12 February – **only pre-registrations received by 12 February, 2009 will be processed.**

Use the pre-registration labels to promote your booth ahead of the annual meeting.

2) The final delegates labels. These labels will be available as of 11 April, 2009.

Delegates Mailing labels	Available as of	Exhibitors price
Pre-registered Professionals (estimated 4000 names)	12 February, 2009	€ 750
Final delegates labels (estimated 9000 names)	11 April, 2009	€ 1,000

The EAU requires pre-payment in full on this special offer (just for exhibitors!). Please find enclosed the order form for the delegates labels and mail or fax it **before 10 February, 2009** to Congress Consultants B.V., Claudia Herrmann.

CONDITIONS OF USE

The delegates labels are the property of the European Association of Urology (EAU) as to which full copyright protection is asserted. Each recipient or licensed user of these materials is therefore bound to proceed strictly in accordance with the following conditions of use:

1. The delegates labels are licensed for a single use, solely for the authorized purpose indicated on the request for the labels.
2. The licensed user agrees not to copy, resell, or otherwise distribute the materials, nor to maintain them in a computerized database or file.
3. It is understood and agreed that EAU does not warrant the accuracy, nor completeness of the information contained herein, but expressly disclaims all warranties of sale or subsequent use.
4. The data is not to be used until payment in full is made to EAU
5. Provision of the labels with names and addresses is not to be considered an endorsement of a service or product by the European Association of Urology.
6. By breaking one of the rules listed above, the European Association of Urology (EAU) has the right to charge the amount of € 5,000.



ORDER FORM DELEGATES MAILING LABELS

Company : _____
Contact person : _____
Address : _____
Country : _____
Tel : _____
Fax : _____
E-mail : _____

I would like to receive (tick appropriate box):

- Pre-registered delegates labels to promote my booth before the start of the congress for the amount of **€ 750.**
- The final delegates labels for sales follow-up after the congress for the amount of **€ 1,000.**

I herewith agree with the conditions of use regarding the delegates labels.

1. The registration labels are licensed for a single use, solely for the authorized purpose indicated on the request for the labels.
2. The licensed user agrees not to copy, resell, or otherwise distribute the materials, nor to maintain them in a computerized database or file.
3. It is understood and agreed that EAU does not warrant the accuracy, nor completeness of the information contained herein, but expressly disclaims all warranties of sale or subsequent use.
4. The data is not to be used until payment in full is made to EAU
5. Provision of the labels with names and addresses is not to be considered an endorsement of a service or product by the European Association of Urology.
6. By breaking one of the rules listed above, the European Association of Urology (EAU) has the right to charge the amount of € 5,000.

Date: _____

Signature: _____

Please return **before 10 February, 2009** to:
Congress Consultants B.V., Claudia Herrmann
P.O. Box 30016, 6803 AA Arnhem, The Netherlands
Fax: +31 26 389 1752



7.3 EAU ID CARD SCANNERS

How does it work?

Each participant receives an EAU ID Card. The EAU ID Card contains a unique code which is linked to the EAU registration database.

Exhibitors simply need to scan the EAU ID Card and if desired one or more of the qualifiers. The qualifiers are the details you would like to know from the delegates: i.e. product interest, follow up actions, status etc. At the end of the day or at the end of the exhibition, all scanners have to be returned to the exhibitor desk in the registration area, the data will be read and saved in excel. Please note that due to privacy laws NO e-mail addresses will be given out.

Although we will do our utmost to hand out personalised EAU ID Cards to every participant before they enter the congress venue, we might allow participants with a temporary paper badge to enter the exhibition on Wednesday 18 March in order to avoid long queuing lines in the registration area. Unfortunately, participants with a paper badge can not be scanned with the EAU ID Card scanner. Please refer these participants to the registration area in order for us to provide them with their own personalised EAU ID Card. As of Thursday 19 March all participants will have an EAU ID Card.

Benefits for the exhibitor

Does it need to be said? In this area of mass information, direct marketing, customer relationship management, data warehousing, nothing is more important than correct profiling of your (potential) customers. Money and valuable time can be saved through an efficient use of your 'sales time' and marketing budget.

Secondly, it is very practical: no need to collect business cards, no need to ask visitors their profile information, no need for data entry after the conference.

Cost

You can benefit from our services by signing up for a lead retrieval package:

*A complete package at Euro 275 includes:

- 1 EAU ID Card scanner
- 1 Customized qualifier sheet
- Final download will be sent by e-mail at the last day of the congress.
- Access to and assistance from our on-site exhibitor desk

*Additional Scanners are available at Euro 225.

How to order?

If you would like to rent an EAU ID Card scanner you can fill out the order form.

We have also included a qualifier sheet which allows you to record extra information from every visitor to your stand. This information can be customized to your own preferences.

Simply complete the enclosed order form and fax it to: +31 26 389 1752.

For further questions please send an email to: exhibitorregistration@congressconsultants.com



LIST OF QUALIFIERS

COMPANY NAME:

BOOTH NUMBER:

Please note that qualifiers need to be defined without any options:

not correct is: -This delegate is interested in product ...

correct is: -This delegate is interested in product X

-This delegate is interested in product Y

not correct is: -This delegate manages ... BPH patients in his practice each year

correct is: -This delegate manages 0-35 BPH patients in his practice each year

-This delegate manages > 35 BPH patients in his practice each year

QUALIFIERS

1

2

3

4

5

6

7

8

9

10

Please fax back **before 15 February, 2009** to:

Fax: + 31 26 389 1752