Manual Industry Session

30th Anniversary Congress
www.eaumadrid2015.org
1. SPEAKERS

Please find below information on aspects related to the speakers (including presenters, chairman, moderators etc.) in your industry session.

1.1 Honorarium
The speakers in your industry session will receive an honorarium for their participation in your industry session. They will receive the honoraria directly from the EAU, and you will be invoiced for the honoraria in due course.

1.2 Registration
The EAU Congress Office will register the chair and speakers of your industry session for the early registration fee and will send you the registration confirmations and invoice in due course. Please inform Ms. Karina van Lenthe, k.vanlenthe@congressconsultants.com of the invoice address and contact details of the contact person to whom the registration confirmations should be sent.

1.3 Travel
It is your responsibility to make all travel arrangements directly with your speakers.

Information on the preferred transportation company will follow.

1.4 Housing
Accommodation for your speakers can be arranged through the official housing agency K.I.T.

K.I.T. Group GmbH
Ms. Merryn Scholz
Kurfürstendamm 71
10709 Berlin
Germany
T: +49 30 24 60 34 00
F: +49 30 24 60 33 99
eau2015hotels@kit-group.org
2. SESSION ROOM

2.1 Room names and capacities

Please find the room names and capacity of the industry session rooms below:

<table>
<thead>
<tr>
<th>Room name</th>
<th>Capacity (theatre seating)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>eURO Auditorium</td>
<td>3,000</td>
<td>Hall 10, level 0</td>
</tr>
<tr>
<td>Room Stockholm</td>
<td>620</td>
<td>Hall 10, level 0</td>
</tr>
<tr>
<td>Room Milan</td>
<td>620</td>
<td>Hall 10, level 0</td>
</tr>
<tr>
<td>Room Paris</td>
<td>620</td>
<td>Hall 10, level 0</td>
</tr>
<tr>
<td>Room Vienna</td>
<td>620</td>
<td>Hall 10, level 0</td>
</tr>
<tr>
<td>Room N101-N102</td>
<td>448</td>
<td>North building, level 1</td>
</tr>
<tr>
<td>Room N103</td>
<td>408</td>
<td>North building, level 1</td>
</tr>
<tr>
<td>Room N104</td>
<td>408</td>
<td>North building, level 1</td>
</tr>
<tr>
<td>Room N105-N106</td>
<td>448</td>
<td>North building, level 1</td>
</tr>
<tr>
<td>Room Retiro</td>
<td>250</td>
<td>North building, level 1</td>
</tr>
<tr>
<td>Room N107-N108</td>
<td>100</td>
<td>North building, level 1</td>
</tr>
</tbody>
</table>

➤ Carefully check your room name. The names mentioned above will be used on the signage.

2.2 Floor plan

PDF files of the session room floor plans will be available shortly on the industry session’s website.

2.3 Site inspection

If you wish to organise a site inspection to the congress venue to visit the session rooms at IFEMA, please contact Ms. Ana Carrazón to make an appointment, ana.carrazon@ifema.es.

2.4 Audiovisual equipment/furniture

2.4.1 Standard set-up industry session*

The following standard set-up will be provided:

• theatre set-up (check § 2.1 for capacity)
• 1 lectern including digital name display
• 2 microphone speaker tables, each table has the following:
  o 2 x front screens
  o 2 x confidence monitors
  o 1 x touch screen
  o 2 x 1D barcode scanner
  o 2 chairs
• 1 projection screen
• 1 data/video projector
• 1 laptop for PowerPoint presentation (latest PowerPoint version) on lectern
• 1 mouse pointer
• technical support
• sound equipment:
  o 1 goose neck microphone on lectern
  o 1 wired clip microphone on lectern
  o 4 microphones on speaker tables
  o 4 wired interruption microphones on floor stand

* The set-up for the workshop room will be confirmed

2.4.2 eURO Auditorium set up

All equipment in the eURO Auditorium will be provided by mediAVentures. Please contact Mr. Wim Samyn, sales manager, wimsamyn@mediaventures.be, T: +32 47 59 80 127 to discuss further details.

2.4.3 Additional audiovisual equipment/furniture

• Additional audiovisual equipment (except eURO Auditorium): Please contact ACS audiovisual solutions, Mr. Chris van Vendelo, c.vanvendelo@acsaudiovisual.com.
• Additional chairs and speaker tables: Contact the EAU, Ms Karina van Lenthe, k.vanlenthe@congressconsultants.com.
• Additional orders such as hospitality tables, flowers etc. can be ordered from the congress centre, contact details to be confirmed.

Please note: The EAU holds no responsibility for any additional audiovisual equipment/furniture used in the meeting rooms which has not been ordered through the EAU Congress Office and preferred audiovisual companies.

### 2.4.4 Audience response/voting system

If you wish to order voting keypads (for voting or interactive discussions), please contact ACS audiovisual solutions, Mr. Chris van Vendelo, c.vanvendelo@acsaudiovisual.com.

Please inform the EAU Congress Office, Ms. Karina van Lenthe, k.vanlenthe@congressconsultants.com if you will use voting pads provided by another company.

### 2.5 Speaker name display

Symposia:
Speaker names will be automatically projected on the plasma in front of the lectern and will also be projected on the speaker table.

Workshops: this will be confirmed

### 2.6 Hostess assistance

During your industry session 3 EAU hostesses are available:
- 1 hostess to assist speakers
- 2 hostesses to scan the badges of the delegates who enter the room at the start of your session

The hostesses follow the instructions of the EAU supervisors and their task is to ensure that the session runs smoothly and to perform the tasks they are assigned to by the EAU. **Please note that it is not allowed to request the hostesses to do other tasks like handing out materials etc.** Additional hostess assistance to hand out materials etc. can be booked, the contact details will follow.

### 2.7 Scanners

EAU will provide scanning facilities and 2 hostesses to scan the badges of the delegates participating in industry session. To order additional scanners (€ 250 apiece) please contact Mrs. Lisette Schreuder, l.schreuder@uroweb.org. Additional hostess assistance can be booked via the congress venue, see §2.6.

### 2.8 Catering

You are permitted to organise catering before or after your industry session.
The catering can only start 30 minutes before the start of the session and last 1 hour after your session. Catering is not allowed inside the session rooms. If you are using catering services, please be sure to organise cleaning as well. The EAU allows a basic set up of catering services.

For catering orders, special requirements or other information please contact the caterer directly in due time. The deadline to order catering as well as the contact details will follow.

Should you require further information about the set-up of your catering arrangements please contact Ms. Karina van Lenthe, k.vanlenthe@congressconsultants.com.
3. PROMOTION OPPORTUNITIES

Placing materials such as banners and poster boards in the meeting room is permitted as long as the attendees’ view is not blocked. Promotional material may only be visible during the industry session and must be removed immediately after the session.

3.1 Promotional Board near the entrance of the session room
On the day of your industry session you may put up one promotional poster, maximum size A0. The EAU will provide a special poster board for this purpose at the entrance to the session room.

3.2 M look screen
There is a plasma screen at the entrance to the session room which can be branded with your company add prior and during your symposium. If you wish to use this screen to brand your symposium with your own design, please contact M Events, Ms. Julia Pas, julia.pas@m-events.com for the procedure and prices before 9 February 2015, the order deadline is 27 February 2015.

3.3 Hospitality desk at entrance to session room
There will be one hospitality desk and 2 chairs just outside the session room for you to use half an hour before and during your session. This desk can be used to display promotional material and brochures.

3.4 Promotion on lectern screen
The lectern provided in the session room is equipped with a digital plasma screen with a standard EAU design.

If you wish to brand the digital plasma screen on the lectern, free of charge, please contact M Events, Ms. Julia Pas, julia.pas@m-events.com to receive an order form with the design details. For an additional cost, M Events can work with you to create your own design, please contact them for a quote. The deadline for ordering your plasma screen design is 27 February 2015.

3.5 Promotion on speaker table
If you wish to brand the digital plasma screen on the speaker table, please contact M Events, Ms. Julia Pas, julia.pas@m-events.com to receive an order form with the design details. When you would like M Events to create a design for you, please contact them for a quote. The deadline for ordering your plasma screen design is 27 February 2015.

3.6 Automated webcast
It is possible to order a webcast of your industry session through the EAU. However please ensure that all presentations must be uploaded through the Speaker Service Centre. For more information and prices, please contact the EAU Central Office, Mrs. Lisette Schreuder, l.schreuder@uroweb.org.

3.7 Webcast CD
Webcast CDs can be produced and will be available after the congress. The webcast should be organised through the EAU. For more information and prices, please contact the EAU Central Office, Mrs. Lisette Schreuder, l.schreuder@uroweb.org.

3.8 Video recording
If you wish to video record your session, permission must be granted from the EAU. In all cases, a copyright fee of € 15,000 will have to be paid. For further information please contact the EAU, Mr. Peter Hazenberg, p.hazenberg@uroweb.org. Publication of above mentioned content other than for the EAU should be in consultation with the EAU.

3.9 Audio recording
If you wish to audio record your session, permission must be granted from the EAU. In all cases, a copyright fee of € 500 will have to be paid. For further information please contact the EAU, Mrs. Lisette Schreuder, l.schreuder@uroweb.org. Publication of above mentioned content other than for the EAU should be in consultation with the EAU.

3.10 Hospitality suites
The EAU offers you the opportunity to rent a hospitality suite at the congress venue. A hospitality suite gives your company the possibility to welcome your clients in a private atmosphere.

Catering, furniture, signage, phone lines or AV equipment are not included and should be ordered separately; on
If you wish to rent a hospitality suite please contact the EAU, Ms. Wendy Dennissen, w.dennissen@uroweb.org.

3.11 Delegate mailing list

The EAU will provide a pre-registered mailing list (Excel list) to all organisers of industry session. The list will be sent on 12 February 2015. This list includes only postal addresses (no email) and is for single use only.

The EAU will provide sponsoring companies with two Excel mailing lists after the congress:
1. List of delegates who attended the industry session on 13 April 2015
2. Final registration list of all delegates who attended the congress on 13 April 2015
These lists will include postal addresses, but no email addresses and are for single use only.

3.12 Bag inserts

To promote your industry session, you may wish to insert a session invitation in all congress delegate bags. You can order this promotional option for € 8,000 (excl. VAT). Please contact Ms. Wendy Dennissen of the EAU at w.dennissen@uroweb.org for further details, or make your direct booking using the order form in the Sponsoring Options document. The deadline for ordering bag inserts is 20 February 2015.

- A sample of your bag insert must be sent to the EAU for approval before 20 February 2015. Please email a PDF sample to Ms. Leike Henssen, l.henssen@congressconsultants.com. Inserts must not exceed an A4 format (210x297 mm) and a max. weight of 50 grams
- If you wish to use the EAU logo in your artwork, please see instructions in paragraph 3.14.
- A total quantity of 12,500 inserts must be shipped.
- Deadline delivery bag insert: Between 28 February and 6 March 2015.

Shipping address:

Shipment label must include:
1. Company name
2. Bag inserts EAU 2015
3. Bag insert number EAU BI XXX
4. Number of boxes (1 of _ )

Fairexx Logistics for Exhibitions BV
EAU: Bag inserts
De Trompet 1540
1967 DB Heemskerk
The Netherlands

Mr. Paul van Zijl
T: +31 251 25 00 60
F: +31 251 25 00 65
paul.van-zijl@fairexx.nl

Please note the following conditions:
- Company will be responsible for the shipping costs of the bag inserts to the Netherlands; delivery deadline: Between 28 February and 6 March 2015.
- EAU will cover the warehouse storage costs between 28 February and 6 March 2015; costs for earlier warehousing will be not be covered
- EAU will take care of shipping the bag inserts to the congress venue
- In case the delivery deadline cannot be met additional costs may be involved

3.13 Industry session promotion area

You are allowed to display one promotional poster per industry session at a specially assigned area in the congress centre. The poster boards include shelves on which your brochures can be displayed and your company name. The poster boards are arranged alphabetically. The maximum size for the poster is A0.

Posters can be displayed from Friday, 20 March 2015 from 09.00 hrs. onwards.
Location: North entrance hall
3.14 **Use of EAU and/or Madrid congress logo**

All printed materials containing the EAU and/or the Madrid Congress logo must be officially approved by the EAU Congress Office, Ms. Ivanka Moerkerken, i.moerkerken@uroweb.org

Information on the use of the EAU and Madrid Congress logo is explained in the separate house style document.

3.15 **Promotion banners in the session room**

Sponsoring companies can set up a banner on both sides of the projection screen in the session room. If you wish to set up banners, please note that this has to be done during the appointed rehearsal time, provided they remain rolled up and invisible to the audience until the start of the industry session.

If you would like to hang banner(s), please contact ACS audiovisual solutions, Mr. Chris van Vendelo, c.vanvendelo@acsaudiovisual.com. ACS audiovisual solutions will assist you with hanging the banners in the room. ACS can also advise you on the best banner size for the room in which you are hosting your symposium.

3.16 **Public areas**

It is not permitted to display any promotional material at the entrances and in the public areas of the congress centre for the duration of the congress. Promotion of your industry session is only permitted 30 min prior to the official starting time of the session until the end of the session within a range of 5 meters from the main entrance of the dedicated session room.

3.17 **Exhibition**

Promotion of your industry session is allowed at your company’s exhibition booth but not in the exhibition aisles.

3.18 **Hotels**

It is permitted (with the approval of the hotel management) to put up a poster in the lobby of your speakers hotel. It is not permitted to have a booth or distribute promotional flyers in the hotels.

3.19 **Getting your materials where you want them: In the session room**

If you wish to send materials for the industry session to the congress venue please note the following:

If your industry session is organised by an agency; please make sure that they indicate your company name and name of the room on all shipments.

**Shipment label must include:**
1. Company name (name of the company sponsoring the session)
2. Contact name & mobile number
3. Industry session material
4. Session room, session date & time
5. Number of boxes (1 of _)

Fairexx Logistics for Exhibitions BV
EAU: Industry session ~ Company name
De Trompet 1540
1967 DB Heemskerk
The Netherlands

Mr. Paul van Zijl
T: +31 251 25 00 60
F: +31 251 25 00 65
paul.van-zijl@fairexx.nl

3.20 **European Urology Today and EUT Congress News**

European Urology Today (EUT), the bi-monthly newsletter of the EAU, and EUT Congress News, the special daily congress edition of EUT, can function as a platform for you to give additional exposure to your industry session. This could be by means of an advertisement, triggering delegates to visit your upcoming session, or by means of a post-congress advertorial, looking back at the session and summarising your most important presentations and findings.

All industry session organisers are entitled to a 25% discount on advertorial space in the post-congress issue of EUT for the publication of their post-congress report.

For availability and prices of the different options, please contact Mrs. Lisette Schreuder at l.schreuder@uroweb.org.
4. ON-SITE ORGANISATION OF YOUR SESSION

4.1 Session rehearsal

The session room will be available for a session rehearsal. The EAU Congress Office will send you a time slot by email. Please contact Ms. Karina van Lenthe, k.vanlenthe@congressconsultants.com before 6 February 2015, if you do not require a time slot for a rehearsal.

Speakers must hand in their digital presentations at least three hours prior to the start of the rehearsal in the Speaker Service Centre.

4.2 Room dressing

Please note that there is a maximum of 30 minutes available for room dressing before the start of the session.

4.3 Uploading presentations

Speakers can upload their presentations prior to the congress through the faculty website at: http://faculty.uroweb.org

Representatives of sponsoring companies who wish to upload the slides for one or more speakers are kindly asked to report to the Speaker Service Centre. Slides must be handed in at least three hours prior to the start of the session.

The use of personal laptops in the session rooms is strictly forbidden, as M Events uses a network based presentation system! All presentations should be handed in at the Speaker Service Centre - PowerPoint 2003, 2007 and 2010 are accepted. If the presentations include videos, please ensure that you have all the original video files with you (all video formats are accepted).

The presentation management process is handled by M Events Cross Media GmbH

4.4 Speaker Service Centre

All presentations should be handed in at the Speaker Service Centre, at least three hours prior to the start of the session.

Opening hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 19 March</td>
<td>14.00 - 19.00 hrs.</td>
</tr>
<tr>
<td>Friday, 20 March</td>
<td>08.00 - 19.00 hrs.</td>
</tr>
<tr>
<td>Saturday, 21 March</td>
<td>07.00 - 19.30 hrs.</td>
</tr>
<tr>
<td>Sunday, 22 March</td>
<td>07.00 - 19.30 hrs.</td>
</tr>
<tr>
<td>Monday, 23 March</td>
<td>07.00 - 19.30 hrs.</td>
</tr>
<tr>
<td>Tuesday, 24 March</td>
<td>07.00 - 14.00 hrs.</td>
</tr>
</tbody>
</table>
5. IMPORTANT REGULATIONS, GUIDELINES & INFORMATION

5.1 Important deadlines

1 June 2014  deadlines (incl. topic and chair)

August 2014  Confirmation of timeslots by EAU.
The allocation of timeslots will be made by the EAU Executive Committee, taking into account:
- Level of sponsorship
- Date of receipt request
- Not too much overlap of topics per day.

1 September 2014  Deadline programme, chair, speakers and aims & objectives
Companies should send their full programme (including chair, speaker and names, lecture titles and aims & objectives) to the EAU Congress Office. Programmes need to be approved by the EAU Executive Committee.

Speakers will be officially invited by the EAU Congress Office.

The chair will be notified by the EAU Congress Office as soon as all speakers have accepted the invitation. Subsequently the chair should contact the speakers in the session to discuss the organisation of the session.

It is NOT allowed for a chair or speaker to participate in more than one industry session.

1 September 2014  Contracts will be sent out to the sponsoring companies

22 September 2014  Full programme will be put on the EAU Madrid website.

1 October 2014  The Registration for the Congress will open, which means a lot of traffic on the Congress Website, where your session will be highlighted.

The EAU Congress Office provides the sponsoring companies with an updated version of the industry session manual incl. logistic information.

9 January 2015  The EAU Congress Office will print the Programme Book
February  Deadline for ordering catering (to be confirmed) (§ 2.8)
6 February 2015  Deadline participating in session rehearsal (§ 4.1)
20 February 2015  Deadline for ordering bag inserts (§ 3.12)
27 February 2015  Deadline for ordering promotion on M look screen, lectern screen and speaker table (§ 3.2/3.4/3.5)
28 Feb – 6 Mar 2015  Deadline to deliver bag inserts (§ 3.12)

5.2 Rules and regulations

- The company is responsible for the scientific content of the session.
- The full programme should be conducted in English.
- Chairs/speakers can only be invited through the EAU. Programme and speaker proposals must be first sent to the EAU Congress Office for approval by the EAU Executive Committee.
- It is not allowed for a chair or speaker to participate in more than one industry session.
- As the EAU Annual Congress is a European congress the aim is to have European chairs and speakers. Please take this into consideration when composing your programme.
• The EAU has set a fixed honoraria (for further details, please see the contract).
• If a speaker has a link with the industry (including advisory board) this should be mentioned prior to the session and in the programme announcements.
• The EAU trusts that companies, next to the EAU regulations, commit to the existing European and national regulations of the healthcare authorities.

5.3 EAU rules regarding non-official meetings

During the period 18 - 25 March 2015 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 Madrid or surrounding areas (500 km). 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 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 rules will have consequences for participation in the official exhibition or industry session programme. The EAU trusts that all companies, next to the EAU regulations, commit to the existing European and national regulations of the healthcare authorities. The information contained in this manual can be subject to change.

Exceptions to the above rules are at the discretion of the EAU, please contact Mr. Peter Hazenberg, p.hazenberg@uroweb.org if you require further information.

5.3.1 Social events

Companies should follow the schedule below when organising their social events:

- Friday, 20 March 2015: Before 08.00 hrs. After the Congress Opening Ceremony and Networking Reception at 21.00 hrs.
- Saturday, 21 March 2015: After the industry session at 19.30 hrs.
- Sunday, 22 March 2015: After the industry session at 19.15 hrs.
- Monday, 23 March 2015: After the industry session at 19.15 hrs.
- Tuesday, 24 March 2015: After closure of the EAU Scientific Programme at 12.30 hrs.

5.4 Small meeting rooms

If you wish to order a small meeting room in the congress venue, please contact the EAU Congress Office, Ms. Tessa Schraven, t.schraven@congressconsultants.com

5.5 Cancellation policy for industry session

All cancellation of industry session must be made in writing (registered letter) to Congress Consultants B.V. and will be subject to the following cancellation penalties:

• After having received the written confirmation and after 15 August 2014, without the scientific programme being submitted to the EAU Executive Committee: 15% of the total amount due (incl. VAT) will be invoiced;
• After having received the approval of the scientific programme by the EAU Executive Committee and before 1 December 2014: 50% of the total amount due (incl. VAT) will be invoiced;
• After 1 December 2014: the total amount (incl. VAT) will be invoiced.

5.6 Registration/badges

Organisers of EAU industry session are entitled to 10 free exhibitor badges. The exhibitor badge allows free access to all industry session. The exhibitor badges can also be used to register your suppliers.

If you have any questions concerning (exhibitor) registrations please send an email to exhibitorregistration@congressconsultants.com
6. CONTACT DETAILS

EAU Congress Office/Congress Consultants B.V.
Ms. Karina van Lenthe
T: +31 26 389 1751
k.vanlenthe@congressconsultants.com

Audio Visual Equipment
ACS audiovisual solutions: Mr. Chris van Vendelo
c.vanvendelo@acsaudiovisual.com

Audio Visual Equipment EURO Auditorium
mediAVentures: Mr. Wim Samyn
T: +32 47 59 80 127
wimsamyn@mediaventures.be

Bag Inserts
EAU Congress Office/Congress Consultants B.V.
Bookings: Ms. Wendy Dennissen
T: +31 26 389 0680
w.dennissen@uroweb.org
Logistics: Ms. Leike Henssen
T: +31 26 389 1751
l.henssen@congressconsultants.com

Catering
To be confirmed

Hospitality Suites
European Association of Urology
Ms. Wendy Dennissen
T: +31 26 389 0680
w.dennissen@uroweb.org

Hostess Assistance
To be confirmed

Housing agency
K.I.T. Group GmbH
Ms. Merryn Scholz
Kurfürstendamm 71
10709 Berlin
Germany
T: +49 30 24 60 34 00
F: +49 30 24 60 33 99
ea2015hotels@kit-group.org

Logos and house style
European Association of Urology
Ms. Ivanka Moerkerken
T: +31 26 389 0680
i.moerkerken@uroweb.org

Presentation mgmt. & Design lectern screen
M Events Cross Media GmbH
Ms. Julia Pas
julia.pas@m-events.com

Private ground transportation company
To be confirmed

Sponsoring Options
European Association of Urology
Mr. Peter Hazenberg/ Mrs. Lisette Schreuder
T: +31 26 389 0680
p.hazenberg@uroweb.org / l.schreuder@uroweb.org

Small Meeting Rooms
EAU Congress Office/ Congress Consultants B.V.
Ms. Tessa Schraven
T: +31 26 389 1751
t.schraven@congressconsultants.com

Storage
EAU Congress Office/ Congress Consultants B.V.
Ms. Tessa Schraven
T: +31 26 389 1751
t.schraven@congressconsultants.com

Transport
Fairexx
Mr. Paul van Zijl
T: +31 251 25 00 60
paul.van-zijl@fairexx.nl

Venue
IFEMA - Feria de Madrid
Avenida del Partenón 5
28042 Madrid, Spain
T: +34 91 722 5731
www.ifema.es
Ms. Ana Carrazón
T: +34 91 722 3000
ana.carrazon@ifema.es

Webcasting & video and audiorecording
European Association of Urology
Mr. Peter Hazenberg/ Mrs. Lisette Schreuder
T: +31 26 389 0680
p.hazenberg@uroweb.org / l.schreuder@uroweb.org

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