Manual Industry Session

Sharing knowledge - Raising the level of urological care
INDEX

1. FACULTY .......................................................................................... 4
1.1 Honorarium ................................................................................. 4
1.2 Registration ................................................................................ 4
1.3 Travel .......................................................................................... 4
1.4 Private ground transportation ...................................................... 4
1.5 Housing ....................................................................................... 4

2. SESSION ROOM ............................................................................. 5
2.1 Room names and capacities ........................................................ 5
2.2 Floor plan .................................................................................... 5
2.3 Site inspection ............................................................................. 5
2.4 Audiovisual equipment/furniture .................................................. 5
   2.4.1 Standard set-up industry session ........................................... 5
   2.4.2 eURO Auditorium set up ...................................................... 5
   2.4.3 Additional audiovisual equipment/furniture ......................... 6
   2.4.4 Audience response/voting system ......................................... 6
2.5 Speaker name display ................................................................. 6
2.6 Hostess assistance and scanners .................................................. 6
2.7 Catering ....................................................................................... 6

3. PROMOTION OPPORTUNITIES ...................................................... 7
3.1 Promotion board near the entrance of the session room ............... 7
3.2 M look screen ............................................................................. 7
3.3 Hospitality desk at entrance to session room .................................. 7
3.4 Promotion on lectern screen ........................................................ 7
3.5 Promotion on speaker table .......................................................... 7
3.6 Automated webcast ................................................................. 7
3.7 Webcast CD .............................................................................. 7
3.8 Video recording ........................................................................... 7
3.9 Audio recording .......................................................................... 7
3.10 Hospitality suites ....................................................................... 7
3.11 Delegate mailing list ................................................................. 8
3.12 Bag inserts ................................................................................ 8
3.13 Industry session promotion area .................................................. 8
3.14 Use of EAU and/or Madrid congress logo .................................... 9
3.15 Promotion banners in the session room ....................................... 9
3.16 Public areas ............................................................................... 9
3.17 Exhibition .................................................................................. 9
3.18 Hotels ....................................................................................... 9
3.19 Getting your materials where you want them: In the session room 9
3.20 European Urology Today and EUT Congress News ................. 9

4. ON-SITE ORGANISATION OF YOUR SESSION ......................... 10
4.1 Session rehearsal ....................................................................... 10
4.2 Room dressing ........................................................................... 10
4.3 Uploading presentations ............................................................ 10
4.4 Speaker Service Centre ............................................................ 10

5. IMPORTANT REGULATIONS, GUIDELINES & INFORMATION .... 11
5.1 Important deadlines .................................................................. 11
5.2 Rules and regulations ................................................................ 11
5.3 EAU rules regarding non-official meetings ............................... 12
   5.3.1 Social events ........................................................................ 12
5.4 Small meeting rooms ................................................................ 12
5.5 Cancellation policy for industry session ..................................... 12
5.6 Registration/badges ................................................................. 12

6. CONTACT DETAILS ........................................................................ 13
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 sponsoring company is responsible for covering the honoraria of the faculty as well as the costs for travel, accommodation and registration of the faculty. You will make your own arrangements with the faculty concerning their honorarium, to comply with all legislation and directions provided by any Regulatory Authority or self-regulatory body.

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. Star Alliance is appointed as the official airline network of EAU16. Please check our website for more information: [http://eaumunich2016.uroweb.org/travel-accommodation/](http://eaumunich2016.uroweb.org/travel-accommodation/)

1.4 **Private Ground Transportation**

Private ground transportation in Munich can be arranged through our preferred company for Munich 2016

TBR/ Global Chauffeuring

T: 24/7: +44 8700 589 300

Booking can be done via [https://www.tbrglobal.com/eau16](https://www.tbrglobal.com/eau16)

1.5 **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

[ean2016hotels@kit-group.org](mailto:ean2016hotels@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 C1, level 0</td>
</tr>
<tr>
<td>Room Madrid</td>
<td>600</td>
<td>Hall B2, level 0</td>
</tr>
<tr>
<td>Room Stockholm</td>
<td>600</td>
<td>Hall B2, level 0</td>
</tr>
<tr>
<td>Room Milan</td>
<td>600</td>
<td>Hall B2, level 0</td>
</tr>
<tr>
<td>Room Paris</td>
<td>400</td>
<td>Hall B2, level 0</td>
</tr>
<tr>
<td>Room Vienna</td>
<td>400</td>
<td>Hall B2, level 0</td>
</tr>
<tr>
<td>Room London</td>
<td>400</td>
<td>Hall B2, level 0</td>
</tr>
<tr>
<td>Room 1</td>
<td>1,430</td>
<td>ICM, level 0</td>
</tr>
<tr>
<td>Room 14a</td>
<td>451</td>
<td>ICM, level 1</td>
</tr>
<tr>
<td>Room 14b</td>
<td>800</td>
<td>ICM, level 1</td>
</tr>
<tr>
<td>Room 14c</td>
<td>451</td>
<td>ICM, level 1</td>
</tr>
<tr>
<td>Room 11</td>
<td>100</td>
<td>ICM, 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

The general floor plan of the session rooms is available on the EAU16 website under Exhibition & Industry.

2.3 Site inspection

If you wish to organise a site inspection to the congress venue please contact Mr. Fabian Schäfer for the congress centre ICM (Fabian.Schaefer@messe-muenchen.de, T: +49 89 949 232 60), or Ms. Manuela Kögel for the Halls (Manuela.Koegel@messe-muenchen.de, T: +49 89 949 200 81) to make an appointment.

The following dates are recommended when there is no event going on at the congress venue: 5 November 2015, 15 December 2015 or 14 January 2016.

2.4 Audiovisual equipment/furniture/electricity

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 mlchair speaker tables, each table has the following:
  - 2 x front screens
  - 2 x confidence monitors
  - 1 x touch screen
  - 2 x 1D barcode scanner
  - 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:
  - 1 goose neck microphone on lectern
  - 1 wired clip microphone on lectern
  - 4 microphones on speaker tables
  - 4 wired interruption microphones on floor stand

2.4.2 eURO Auditorium set up

All equipment (except the speaker tables) 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, by 15 February to discuss further details.
2.4.3 Additional audiovisual equipment/furniture

- **Additional audiovisual equipment** (except eEURO Auditorium): Please contact ACS audiovisual solutions, Mr. Chris van Vendelo, c.vanvendelo@acsaudiovisual.com by **15 February**.
- **Additional chairs and speaker tables**: Contact the EAU, Ms Karina van Lenthe, k.vanlenthe@congressconsultants.com by **15 February**
- **Additional orders** such as hospitality tables, flowers etc. can be ordered via ACS audiovisual solutions, Mr. Chris van Vendelo, c.vanvendelo@acsaudiovisual.com by **15 February**

Please note: The EAU holds no responsibility for any additional audiovisual equipment/furniture used in the session 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 by **15 February**.

Please inform the EAU Congress Office, Ms. Karina van Lenthe, k.vanlenthe@congressconsultants.com by **15 February** if you will use voting pads provided by another company.

2.4.5 Electricity

Please note that electricity is not readily available in all areas thus, if you are bringing equipment that requires charging (such as iPads, etc.) you should contact ACS audiovisual solutions, Mr. Chris van Vendelo, c.vanvendelo@acsaudiovisual.com by **15 February** to make the necessary arrangements with the congress centre.

2.5 Speaker name display

Industry sessions & workshops:
Speaker names will be automatically projected on the plasma screen on the lectern and will also be projected on the speaker table.

2.6 Hostess assistance and scanners

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 via:

The fair agency gmbh – Mrs. Lilli Brandt
Schatzbogen 43
D-81829 München
Tel: +49 89 2444 193 78
E: info@the-fair-agency.com

EAU will provide scanning facilities for the 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.

2.9 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. 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. Please note that the deadline for ordering catering is 15 of February 2016. EAU cannot be held accountable for the services of Kaefer.

**Kaefer**
Contact person: Mrs. Michaela Höglauer
Tel: +49 89 949 242 93
E: m.hoeglauer@feinkost-kaefer.de
www.feinkost-kaefer.de

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 Promotion board next to 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 1 February, the order deadline is 19 February.

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 19 February.

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 19 February.

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
confirmation of your hospitality suite you will receive a list with contacts and order forms. 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 19 February. 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 4 April
2. Final registration list of all delegates who attended the congress on 4 April

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 €8,225 (excl. VAT). Please contact Ms. Lisette Schreuder of the EAU at l.schreuder@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 11 February.

- A sample of your bag insert must be sent to the EAU for approval before 11 Feb. Please email a PDF sample to Ms. Sabrina van Scherpenseel, s.vanscherpenseel@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: Before 2 March 2016

Shipping address:
Shipment label must include:
1. Company name
2. Bag inserts EAU 2016
3. Bag insert number EAU BI XXX
4. Number of boxes (1 of _ )

Fairexx Logistics for Exhibitions BV
Contact: Mr. Paul van Zijl
Kesselbodenstrasse 34
85391 Allershausen / Germany
T: +31 251 25 00 60
Tel. +49 81 66 998 04 10
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: Before 2 March 2016
- EAU will take care of shipping the bag inserts to the congress venue
- In the unfortunate event the above deadline cannot be met. The late shipments should be sent directly to the congress venue in Munich. The EAU will not cover any shipping or warehousing costs. In case of a late shipment please contact Ms. Sabrina van Scherpenseel for further information on the shipping details.

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, 11 March from 09.00 hrs. onwards.
Location: ICM Foyer, level 0
3.14 Use of EAU and/or Munich congress logo

All printed materials containing the EAU and/or the Munich 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 Munich Congress logo is explained in the separate house style document on the website http://eaumunich2016.uroweb.org/.

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 by 15 Feb. 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 industry session.

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 _ )

Please send to below address before 3 March 2016!
Fairrex Logistics for Exhibitions BV
EAU: Industry session – Company name
De Trompet 2650
1967 DD Heemskerk
The Netherlands

Mr. Paul van Zijl
T: +31 251 25 00 60
F: +31 251 25 00 65
paul.van-zijl@fairrex.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 1 Feb, 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.

Leaving your materials in the session room after the industry session is at your own risk, we cannot guarantee the safety of your materials when left behind in the session room.

4.3 **Uploading presentations**

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

We will ask the speakers to upload their slides one week in advance, so the chair(s) of the session is able to prepare the session accordingly.

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

- **Thursday, 10 March**: 14.00 - 19.00 hrs.
- **Friday, 11 March**: 08.00 - 19.00 hrs.
- **Saturday, 12 March**: 07.00 - 19.30 hrs.
- **Sunday, 13 March**: 07.00 - 19.30 hrs.
- **Monday, 14 March**: 07.00 - 19.30 hrs.
- **Tuesday, 15 March**: 07.00 - 12.30 hrs.
5. IMPORTANT REGULATIONS, GUIDELINES & INFORMATION

5.1 Important deadlines

1 June 2015  
Deadline industry session requests (incl. topic and chair)

September 2015  
Deadline programme, chair, speakers and aims & objectives
Companies should send their full programme (including chair, speaker 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.*

October 2015  
Confirmation of time slots 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.

October 2015  
Contracts will be sent out to the sponsoring companies

October 2015  
Full programme will be put on the EAU Madrid website.
The Registration for the Congress will open, which means a lot of traffic on the Congress Website, where your session will be highlighted.

11 January 2016  
The EAU Congress Office will print the Programme Book

11 February 2016  
Deadline for ordering bag inserts (§ 3.12)

15 February 2016  
Deadline for ordering catering (§ 2.8)

19 February 2016  
Deadline for ordering promotion on M look screen, lectern screen and speaker table (§ 3.2/3.4/3.5)

20 Feb – 26 Feb 2016  
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 9 - 16 March 2016, it is strictly forbidden to hold any other (scientific) meetings, industry sessions, 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 Munich 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, 11 March 2016** Before 08.00 hrs. After the Congress Opening Ceremony and Networking Reception at 21.00 hrs.
- **Saturday, 12 March 2016** After the industry sessions at 19.30 hrs.
- **Sunday, 13 March 2016** After the industry sessions at 19.15 hrs.
- **Monday, 14 March 2016** After the industry sessions at 19.15 hrs.
- **Tuesday, 15 March 2016** After closure of the EAU Scientific Programme at 13.00 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. Monique Keizer, m.keizer@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 1 August 2015, 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 2015: 50% of the total amount due (incl. VAT) will be invoiced;
- After 1 December 2015: 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 / electricity / room dressing**
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. Sabrina van Scherpenseel  
T: +31 26 389 1751  
s.vanscherpenseel@congressconsultants.com

**Catering**
Kaefer  
Mrs. Michaela Höglauer  
T: +49 89 949 242 93  
E: m.hoeglauer@feinkost-kaefer.de

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

**Hostess Assistance**
The fair agency gmbh – Mrs. Lilli Brandt  
Schatzbogen 43  
D-81829 München  
Tel: +49 89 2444 193 78  
E: info@the-fair-agency.com

**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  
eau2016hotels@kit-group.org

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European Association of Urology  
Ms. Ivanka Moerkerken  
T: +31 26 389 1751  
i.moerkerken@uroweb.org

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Ms. Julia Pas  
julia.pas@m-events.com

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T: +31 26 389 0680  
p.hazenberg@uroweb.org / l.schreuder@uroweb.org

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Mrs. Monique Keizer  
T: +31 26 389 1751  
m.keizer@congressconsultants.com

**Storage**
EAU Congress Office/ Congress Consultants B.V.  
Ms. Leike Henssen  
T: +31 26 389 1751  
l.henssen@congressconsultants.com

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

**Venue**
ICM - Internationales Congress Center München  
Messe München  
Messegelände  
81823 München  
T: +49 89 94 92 07 20  
www.icm-muenchen.de  
www.messe-muenchen.de  
Mr. Fabian Schäfer (congress centre ICM)  
T: +49 89 949-23260  
Fabian.Schaefer@messe-muenchen.de  
Ms. Manuela Kögel (Halls)  
T: +49 89 949-20081  
Manuela.Koegel@messe-muenchen.de

**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