



EUROPE 2017
WORLD CDx

Accelerating Biomarker-Based Precision
Therapies to Targeted Patient Populations

**SPONSORSHIP
&
EXHIBITION MANUAL**

World CDx Europe 2017

Welcome to World CDx Europe 2017!

Preparations are in full swing and the World CDx team is looking forward to welcoming you to London this March.

This manual will help you to plan your attendance at this conference and contains essential information and guidelines.

Table of Contents

Points of Contact.....	3
Dates	3
Venue	4
Accommodation.....	4
Passes.....	5
Exhibition Stand	6
Schedule.....	6
Set Up Times	7
Breakdown Times.....	7
Shipments	7
Delivery	7
Return	7
Additional details	7
Speaking Engagement.....	8
Branding.....	8
Exhibitor Checklist / Deadlines	9

World CDx Europe 2017

Points of Contact



Lisa-Katharina Kleber

Event Manager

Lisa.Kleber@hansonwade.com

+44 (0) 203 141 8732



Sam Sarwar

Partnerships Director

Sam.Sarwar@hansonwade.com

+44 (0) 203 141 8716

Dates

Conference Day 1: 29th March 2017

Conference Day 2: 30th March 2017

Website: <http://worldcdx-europe.com/about/agenda/>

World CDx Europe 2017

Venue

Full Address:

Novotel London West
One Shortlands
London W6 8DR
United Kingdom

Maps and Transportation:

For a location map of the venue, please [click here](#).

Wi-Fi:

Wi-Fi is available in the meeting space. Simply select the Novotel London West network and add an e-mail address to connect. Please do not rely on this connection for any elements included in presentations.

Accommodation

We have negotiated a preferential rate for attendees of World CDx Europe 2017 with the Novotel London West.

To take advantage, please follow the link below:

<http://www.4cityhotels.com/hwworldcdxmarch2017.html>

The cut-off date for this rate is 28th February 2017, please book soon to avoid disappointment as rooms and rates are subject to availability.

World CDx Europe 2017

Passes

In your contract you will find details of how many passes you are entitled to. Please send the below information to Lisa.Kleber@hansonwade.com by Wednesday 15th March 2017 at the latest to register your onsite team.

Name

Job Title

Email Address

Phone Number

Company Name

** if different i.e. for client passes*

As per your agreement, you are welcome to purchase any additional employee or client passes at a discounted rate. Please contact Lisa directly to book any additional passes.

World CDx Europe 2017

Exhibition Stand

If you have an exhibition space as part of your contract, **we recommend that you bring a pop up stand or pull up banners along with your marketing collateral.** Please note, there is no shell scheme surrounding your booth so all stands must be self-supporting and there will not be any walls to attach posters to.

You will be provided 3mx2m floor space, including 1 table and 2 chairs.

Please note that most packaging material must be stored under or behind your stand.

Please be aware that the use of glue, sticky tape, staple guns, nails, screws etc. to fix materials to the walls, floor and ceiling is strictly prohibited in the hotel. Any damage will be the responsibility of the user and charged accordingly.

Schedule

The exhibition will take place on the main conference days only – 29th and 30th March 2017 – we will be inviting exhibiting companies to setup their stands in the afternoon/evening of 28th March 2017.

The key show times for the exhibition are as follows (please note these are subject to change):

	29 th March 2017	30 th March 2017
Registration & Welcome Coffee	07.20 – 08.20	07.50 – 08.50
AM Break	10.45 – 11.15	11.00 – 11.30
Lunch	13.00 – 14.00	13.00 – 14.00
PM Break	16.00 – 16.30	15.30 – 16.00
Evening	18.30 – 19.30	N/A

World CDx Europe 2017

Set Up Times

- 28th March 2017: 21:00-midnight

All exhibits must be setup by 29th March at 07.00 ready for when the doors open at 07.20. If you foresee any difficulty in meeting this deadline, please let Lisa know in advance.

Breakdown Times

- 30th March 2017: 16:00-20:00

All exhibits must be broken down and packed up by 20:00 on 30th March 2017. We respectfully ask that you do not breakdown before the last coffee break.

Please take note of the shipments requirements and guidelines below.

Shipments

Delivery

- The earliest delivery date is Sunday 26th March 2017 (48 hours prior to setup).
- If materials are delivered early, particularly large or numerous, a fee may be incurred at the cost and liability of the exhibitor.
- All materials/packages must include the [Shipment Delivery Form](#), should this requirement not be included the packages may be rejected.

Return

- All materials must be collected within 24 hours following the final conference day (30th March 2017).
- Please complete and use the [Box Collection Form](#) for an efficient return of your materials post-event.
- Courier companies must show their ID, know the company name and number of boxes to pick up upon arrival for collection.
- Any items which have not been removed with 24 hours may incur a fee at the cost and liability of the exhibitor.

Additional details

- No forklifts are to be operated in the exhibition area, these are only permitted in the offloading area and moving heavy equipment in the back road (deliveries).
- Charges may be incurred at the cost and liability of the exhibitor if the hotel team needs to facilitate the lifting and moving of any heavy, fragile, or cumbersome items such as pallets.
- The floor loading for the exhibition area is 110lbs per square foot (537 kg/m²).
- All fire doors/exits must be kept closed and unobstructed at all times.

World CDx Europe 2017

Speaking Engagement

If you have a speaking slot included in your agreement, can we kindly ask you to send the following details to Lisa (if we do not already have them):

- Speaker name and job title
- Session title
- Speaker bio
- Speaker photo

Please send Lisa a copy of the presentation by Wednesday 22nd March 2017.

Please note, we will be making all speaker presentations available to attendees after the meeting (as PDF's). If you are presenting sensitive information or unpublished data etc. please bring a second copy with you that you are happy to share.

Branding

Your company logo will be included on the onsite signage, as detailed in your contract. Please send Lisa your logo in EPS format as soon as possible.

Exhibitor Checklist / Deadlines

- To do straight away:
 - Send company logo in EPS format to Lisa.Kleber@hansonwade.com
 - If applicable, send speaker details to Lisa.Kleber@hansonwade.com
(Name, Photo, Bio and Session Title)

- Book accommodation for your onsite team, rate expires 28th February, subject to availability.

- Register passes at the latest by Wednesday 15th March 2017

- Send copy of speaker presentation by Wednesday 22nd March 2017

- Deliver all exhibitor materials to venue by Sunday 26th March 2017 (affix the [Shipment Delivery Form](#))

- Courier arranged for collection for 30th March 2017 (prepare collection/return labels: [Box Collection Form](#))