Dear EACR 2021 Virtual Congress Sponsors, Supporters & Exhibitors,

Further to your participation in the EACR 2021 Virtual Congress I am pleased to contact you with practical details, instructions, and deadlines.

Please share this information within your company, and with any third parties that are involved on your behalf in preparation for the event. For your convenience, this manual is also available online at www.eacr2021.org.

I also encourage you to regularly visit this website for the most up-to-date programme updates and information.

If you have any queries please do not hesitate to contact us, we are here to assist you and to make sure that the EACR 2021 Virtual Congress is a fruitful, meaningful, and successful digital event for all stakeholders.

We look forward to seeing you online and wish you an enjoyable Congress!

On behalf of the entire EACR 2021 Virtual Congress Team,

Wessel Nieuwenweg
EACR 2021 Congress Manager

E-mail: eacr@newway-management.com
Website: www.eacr2021.org
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Important Deadlines

30 March 2021
- Draft Industry Symposia Programme and format preference
- Submit final On-demand Industry Spotlight titles to be listed on the programme

12 May 2021
- Submission of artwork and URLs for banner adverts for publication on the Virtual Congress Platform and in the Session Channels

21 May 2021
- Banner advert submissions for one-time Industry Sessions promotional mailing to pre-registered participants

04 June 2021
- Deadline to register and personalize your complimentary registrations
Industry Sponsored Symposia

For your Industry Sponsored Symposium, a streaming channel on the Virtual Congress Portal has been booked at a date and time that has been previously confirmed. All Industry Symposia will be streamed during the Virtual Congress days (09-12 June 2021) and will be made available on-demand after the Virtual Congress for all duly registered Congress participants for a period of 3 months (until 12 September 2021).

**ACTIONS REQUIRED**

- **Draft programme outline** of your Industry Symposium must be sent to eacr@newway-management.com by no later than **30 March 2021** through the submission template, for review and final acceptance by the Organising & Scientific Committee.

- By no later than **30 March 2021**, Industry Symposia hosts are required to indicate their preferred session format:
  a. *(recommended choice)* produce a **pre-recorded session with live Q&A** on the day of the Symposium. The latter is the same setup that will be utilized for the Virtual Congress Scientific Sessions to minimize all risks of technical problems.
  
  or
  
  b. Hold the Symposium as a **fully live event**

After final approval of the draft programme by the Committee, Industry Symposia organisers will be contacted by no later than **09 April 2021** with final technical instructions of the Virtual Congress Platform.

Pre-Recorded Format

For a pre-recorded session you will need to perform the following actions.

**ACTIONS REQUIRED**

- **Schedule a pre-recording timeslot** with our technical team (one pre-recording session with the **entire Symposium Faculty**). Pre-recording slots will be available between 20 April and 21 May 2021 and will be allocated on a first come, first served basis. A direct link will be provided to book your pre-recording slot upon final acceptance of your Symposium programme (see above, mail to be expected by 09 April 2021).

- **Prepare and upload all PowerPoint presentations** that will be displayed during your Industry Symposium (by no later than 2 days before your pre-recording slot). An upload link will be sent together with the link to book your pre-recording.

- **Pre-record your session with our technical team**. We estimate that a 2-hour recording time is needed for a 60-minute session. (i.e. block 2 consecutive recording slots with our technical team).

During the broadcast of your Industry Symposium, the full faculty will connect to a Zoom Room 15 minutes before the start of the live stream. The link to this live Zoom Studio will be sent shortly before the Virtual Congress (planned on 4 June).

The moderator’s welcome and introduction of the Symposium will be streamed live from the Zoom onto the Virtual Congress Platform, followed by the broadcast of the pre-recorded content. The Q&A session will again be broadcasted live from the Zoom.
Fully Live Format
If you prefer to hold your Industry Symposium fully live, we will need all session faculty to join a Zoom (Zoom Webinar) 15 minutes before the start of the live stream on the Virtual Congress Platform. It is IMPERATIVE that you – the host – ensure that all PowerPoint presentations are available and organised, and you have rehearsed a procedure/flow of these presentations. Our technical team will stream the presentations and the Q&A directly onto the Virtual Congress Portal, mixing from pinned camera feeds to shared PowerPoint presentations.

**ACTIONS REQUIRED**
- Schedule a short rehearsal with our technical team to discuss the session, the flow, order etc. A link to book a rehearsal slots (1 hour should be enough) will be made available by no later than 09 April 2021.

Q&A during Industry Symposia
For both formats, the audience will not be with the faculty in the Zoom and will submit questions in writing on the Virtual Congress Portal. A member of the EACR support staff will monitor these questions and feed them to the session faculty (panellists) via the Zoom chat. Moderator(s) and faculty will then be able to discuss and answer them verbally. A list of these questions will be provided post event also for post event follow up if required.

Attendance Report
A report with the list of participants (viewers) to your Symposium will be shared with you 24 hours after your Symposium (name, institute, country, e-mail, and area of interest). Only the details of the participants who gave EACR permission to share contact details with sponsors will be included in this attendance report.

Virtual Congress Registrations
Important to note is that faculty members of Industry Symposia will not be able to benefit from the full Virtual Congress content, tools and functionalities but will only have access to Industry Sessions and the Zoom Studio for the time and duration of their Industry Symposium. If so required, full Virtual Congress registrations are available and can be purchased via the Virtual Congress Website.

Post Live Session On-demand Access to the Industry Symposium
After your Industry Symposium we will post a webcast of the session that took place that will be available on the Virtual Congress Platform for on-demand viewing by duly registered participants who may have missed the session.
On-demand Industry Spotlight

An on-demand Industry Spotlight is a 15-minute opportunity for a company to hold a short presentation or display a short corporate video as on-demand content, accessible during and for 3 months after the event on the EACR 2021 Virtual Congress Platform.

**ACTIONS REQUIRED**

Please provide the following information to eacr@newway-management.com:

- **Main Contact Person information** (name and email address)
  
  This e-mail address will be placed behind the ‘contact the sponsor for additional Information’ button on the Virtual Congress Platform, which participants may click to request additional information or ask questions after viewing your Spotlight Presentation. Please provide this by no later than 30 March 2021.

- **Session format preferred** (please let us know by no later than 30 March 2021):
  
  a. 15-minute video file
  
  b. pre-record the video presentation using the Congress Platform system
  
  (set up a pre-recording timeslot for you to use our technical facilities, a link to do so will be provided based on your format preference).

- **Title of your Spotlight Presentation** by no later than 30 March 2021. This will be used to promote and list your Industry Spotlight on the programme. Your Spotlight will be listed as per below, please provide the highlighted variables.

  Company name Industry sponsored Industry Spotlight: Spotlight Title

- Provide a banner advert (clickable) and a URL (to be used on a one-time pre-congress Industry Session promotional mailing) by no later than 21 May 2021. The format should be 728(w) pixels by 90(h) pixels | JPEG or PNG | 72 DPI | GIFs or animated images will not be supported (detailed information found in section below).

**Industry Sessions Promotional Mailing**

As part of Industry Symposium and Industry Spotlight packages, we will be sending a one-time promotional email to all EACR 2021 Virtual Congress participants in efforts to promote the Industry Sessions taking place during our Virtual Congress. All Industry Sessions will be promoted within the promotional email.

Please submit the following:

- A banner advert (728(w) pixels by 90(h) pixels | JPEG or PNG | 72 DPI | GIFs or animated images will not be supported)
- A URL linking either to the session details in the EACR 2021 Searchable Programme or to a webpage of your choice promoting the session
- A short paragraph to promote the session (500 characters with spaces maximum).

Both items should be submitted to eacr@newway-management.com by no later than 21 May 2021.

The promotional mailing will be scheduled to go out to all registered participants on 02 June 2021 (one week before the start of the Virtual Congress).
Channel Upgrade Packages

If you have booked a Channel upgrade package for your Industry Symposium to enhance branding and the general look and feel of your Symposium, you will need to provide us with all designs and artwork by no later than 12 May 2021. More details can be found below.

Please send your artwork (in the below formats) to eacr@newway-management.com by no later than 12 May 2021. These backgrounds will then be used when your Industry Symposium is being streamed on the Virtual Congress platform.

Banner in Session Lobby

The following background (image 1) will be used during the streaming of the EACR 2021 Virtual Congress Sessions and can be branded in your Corporate house style during the Industry Symposium if you have purchased the Upgrade Package. Simply provide your design and artwork to us in PowerPoint format (16:9), by no later than 12 May 2021. Keep in mind you will need to allow space for the PowerPoint presentations as well as the camera image of the speaker (image 2 for inspiration).

Ad format to be submitted is:

- 170(w) by 355(h) pixels
- PNG/JPG format
- 96 DPI is optimal for all web artworks.

Submit to eacr@newway-management.com by 12 May 2021
Virtual Exhibition

As a Virtual Exhibitor you can review, upload, and submit all customisable elements of your virtual booth directly on the Virtual Congress Platform. See below for more details.

It is now time for you to start preparing, uploading, personalising, and configuring your virtual booth. We highly recommend you do this as soon as possible and you do not wait until the last moment. Our suggested deadline to configure your virtual booth is no later than 12 May 2021.

To configure your virtual booth, you will need to log on to the Virtual Congress Portal.

Log-on with your username and password. If you need assistance or forgot your log-on credentials, please contact eacr@newway-management.com. By default, the booth has been set up with the credentials provided on your EACR 2021 booking form and who we have confirmed and communicated with so far.

You can start, save your work and come back to edit at any time. You can also preview your virtual booth at the end of the upload process.

We recommend that you prepare and gather all the different assets, logos, descriptions, product screens, PDFs and URLs in the required formats and sizes before starting to customise your virtual booth. The approximate required time to upload all elements of your EACR 2021 virtual booth is 30 minutes if you have all the files ready in the required formats.

Virtual booth specifications

All images should be in JPEG or PNG format, 95 dpi.

**Company logos**

Two versions of your company logo are required:

- 960w x 540h pixels JPEG or PNG (Main logo)
- 160w x 90h pixels JPEG or PNG (Used as thumbnail where needed)

It is important that your images stick to these proportions. To have bigger sizes is not a problem but the width and height ratio must be respected.
**Product screens**

This is a menu of the items showcased on your virtual booth.

You can customise each product information screen through the following items (see screenshot below):

- **Product name**
- A visual of the Product image (**PNG** or **JPEG** format, minimum **750w x 1000h** pixels. Larger is no problem but the ratio must be respected.)
- **Product document** (**PDF** or **Word** document, or **URL**) – **TIP:** the URL could link to a video on YouTube, or a document of any type hosted on any type of files sharing system.
- **Product availability configuration**
Corporate video
All video(s) that you will need to upload should be in MP4 format, simply follow or skip steps in the configuration pages.

Company description and contact information:
This will be visible when visitors click on your company profile in the Virtual Exhibition landing page.

You can easily edit your company description, contact details and website URL in step one of the Virtual Booth configuration once logged on via the Virtual Congress Portal.

!!! Note that the e-mail address provided is the email address where you will receive leads, questions, and enquiries from Congress participants through the ‘Leave Question or Comment’ functionality of your virtual booth!!!

OPTIONAL Live Chat Functionality
The EACR 2021 Virtual Congress will not have ‘opening times’ as such for the exhibition and participants are free to visit the virtual booths from 07 June to 12 September 2021 at their leisure. Of course, we anticipate that during the live virtual event (09-12 June 2021) there will be a peak and an increase in the number of people visiting the Virtual Congress Platform.

The Virtual Congress Platform has a functionality through which participants will be able to get in touch with exhibitors. We recommend that exhibitors regularly check the e-mail box that was provided in step one of your booth configuration (above). The Virtual Congress platform will remain accessible for 3 months, so we advise you to check the specific e-mail box often to pick up leads and address questions. Also, be reminded that in a virtual environment people may visit anytime during a 24-hour timespan, depending on where they are located geographically.

While the standard question box included in all stands may be sufficient for many companies, exhibitors do benefit from the option to add a 'Live Chat' functionality to their virtual booths. If you choose to activate such a 'Live Chat', it requires the exhibitor to be organised and have the entailed resources along with a strategy to 'staff' and 'manage' the chat box and to communicate with visitors.

Many companies already have 'live chat' functionalities in place as part of their online digital communication strategies and websites presence. You may already use different technology
platforms, which can easily integrate to your virtual booth during EACR 2021.

Several commonly used and popular platforms, such as tawk.to, LiveChat™, ClickDesk and HelpCrunch ™, they can be integrated to your virtual booth. If properly configured in step two of your booth configuration process, your virtual booth will display an additional icon (widget) that will take visitors directly to the live chat environment, allowing them to interact with your exhibitor staff.

The exhibiting company will need to have their own account with one of the above-mentioned (4) platforms and provide the access key during the EACR 2021 virtual booth configuration (please ask our team if you have more questions, some additional technical documentation is available to support this activation process). Then of course you would need to ensure that your live chat is staffed and monitored properly. This does not mean that you would need to be there 24 hours a day as most of these live chat platforms can be configured in such a way that they provide automatic replies or can be instructed to give standard replies with your 'opening hours' etc. (the individual company will need to make these decisions based on their availability and configure it accordingly in the 'back-end' of the platform selected).

As the options/ functionalities are countless on these platforms (text chats, chat bots, video chats etc.) it entirely depends on companies’ individual account licenses, on their choices and strategies. Some functionalities are charged by these platforms and other (more basic) are often free of charge.

If your company does not have a live chat platform license yet and you would like to activate the live chat functionality, we suggest registering with tawk.to, simply as for this platform the basic functionality is free of charge and it does not require a credit card or payment when creating a basic account. Tawk.to is extremely easy to configure when preparing your virtual booth with EACR 2021 and we feel it is a good option if you do not already have a license (or live chat communications strategy) with one of the other platforms mentioned.

Exhibitor Registrations

As part of your Virtual Booth, we will provide a number of complimentary full access registrations to the EACR 2021 Virtual Congress based on the type of booth (Platinum or Gold). These full congress registrations will allow your company representatives to benefit from all Virtual Congress content and all platform functionalities. These passes will need to be personalised and linked to individuals for them to be activated and allow them to log on to the Virtual Congress Platform.

To activate the passes please add the details of the participants via the following link: https://nwm.covr.be/cmPortal/registration/eacr26/config/normal/redirectconfig/exhibitornameupdate/redirectconference/EACR2021V

- Log-on with your username and password. If you forgot your password, please use the “Forgot my password” button. If you need assistance or forgot your log-on credentials, please contact eacr@newway-management.com.
- Fill in the required information for each of your complimentary registrations (name, institute, email).
- Click on “Update” to confirm the changes.
- **IMPORTANT:** you must always use the above exhibitor link to edit your participants’ details. Going through the public registration link on the EACR 2021 website will not work.

The deadline to register your complimentary passes is **04 June 2021**. If additional registrations are required, they can be purchased via the Congress [website](#).
**Exhibitor Activity and Booth Promotions**

To draw additional traffic and collect leads on your virtual booth, it is extremely important that exhibitors promote their involvement in the EACR 2021 Virtual Congress. We will communicate about the Virtual Congress and remind participants to visit booths and interact with exhibitors. To this end, exhibitors are strongly encouraged to organise activities such as quizzes, raffles or giveaways and communicate this externally and through their own communication channels (see [Social Media Kit](#) for artwork that you can use).

Here are just a couple of ideas of activities that you can organize in order to attract participants to your virtual booth.

- call to action for Congress participants to enter a ‘prize draw’ by dropping their business card through the functionality on your Virtual Booth.
- ask a question in your Company description to which delegates will need to answer through the same ‘drop your business card here’ functionality. Those with the correct answer will be sent a prize by the exhibitor.

Do let us know if or what you are planning by emailing [eacr@newway-management.com](mailto:eacr@newway-management.com) by no later than 12 May. We will be sure to announce a list of all the companies that have provided information on the activities they have organised on their virtual booths.
ADDITIONAL EXPOSURE OPPORTUNITIES

To help Exhibitors and Industry Sessions organisers to gain more exposure during the EACR 2021 Virtual Congress and promote their participation and corporate branding further to Congress participants, we offer a wide range of additional sponsorship opportunities and invite you to consider these.

For more information and/or booking forms please see the Exhibition and Industry Prospectus, available via www.eacr2021.org.

Exhibition and Sponsorship Prospectus with prices
Click here to download the Exhibition and Sponsorship Prospectus with full price list

Booking Form
Click here to download the Booking form
Advertisement and Banner Ads

The submission deadline to provide banner advert image files and artwork as well as the URL where you would like your advert to link to (for clickable adverts) is 12 May 2021 (earlier submission will be accepted).

Submitting artwork:
Artwork must be provided in JPEG or PNG and should be sent to eacr@newway-management.com with Company Name_EACR 2021 Banner Ad_FINAL as the subject of the email.

Do not forget to specify the web address (URL) you would like the clickable advertisement to link to.

Sizes and Specifications:
Artwork specification for the different online ads & banners that your company has purchased may be found below to help design and prepare the files, 72 DPI is optimal for all web artwork.

**Congress Virtual Platform Landing Page**

Ad format to be submitted is:
- 1024(w) by 256(h) pixels
- PNG or JPEG format
- 96 DPI is optimal for all web artwork

Submit to eacr@newway-management.com by 12 May 2021

**Roll Up Advertisement in the ‘Main Virtual Lobby’**

Ad format to be submitted is:
- 66(w) by 106(h) pixels
- PNG or JPEG format
- 96 DPI is optimal for all web artwork

Submit to eacr@newway-management.com by 12 May 2021
Large Banner Advertisement in the ‘Main Virtual Lobby’

Ad format to be submitted is:
- 355(w) by 198(h) pixels
- PNG or JPEG format
- 96 DPI is optimal for all web artwork
Submit to eacr@newway-management.com by 12 May 2021

Your branding in the Channel Waiting Rooms

Ad format to be submitted is:
- 215(w) by 500(h) pixels
- PNG or JPEG format
- 96 DPI is optimal for all web artwork
Submit to eacr@newway-management.com by 12 May 2021

Small banner advertisement in the log on page

Ad format to be submitted is:
- 400(w) by 125(h) pixels
- PNG or JPEG format
- 96 DPI is optimal for all web artwork
Submit to eacr@newway-management.com by 12 May 2021

Inter-session slides
In between sessions, we will be playing an inter-session slide show. For a limited number of companies we will include your slide in this PowerPoint loop presentation. Submit your slide (PPT in 16:9 format) to eacr@newway-management.com by no later than 12 May 2021.
Live Sessions Display Advertisement

Ad format to be submitted is:
265(w) by 350(h) pixels
PNG or JPEG format
96 DPI is optimal for all web artwork
Submit to eacr@newway-management.com by 12 May 2021

Large banner advertisement on Congress Programme / Networking / Help page

Ad format to be submitted is:
1500(w) by 150(h) pixels
PNG JPEG format
96 DPI is optimal for all web artwork
Submit to eacr@newway-management.com by 12 May 2021

Corporate Video before session start
Please submit your 3-minute (maximum) video (mp4 file) to eacr@newway-management.com by no later than 12 May 2021.

Social Media Kit
If you are interested in helping to promote your involvement and presence in the Virtual Congress, we have created a Social Media Kit with several images and slide templates to spread the word which can be found here.
FAQs

What data will we receive about EACR 2021 Virtual Congress?
All sponsors and exhibitors will receive an EACR 2021 Virtual Congress overall statistics report after the Congress with general information such as the total number of delegates, % breakdown of interests and practice settings, country and region data, and abstract statistics. This information is general and will not identify any delegate individually.

A general attendees list will be provided to all exhibitors, including only those participants that have opted into this at the time of registration in compliance with GDPR regulations and allowed the EACR to share their contact details with sponsors and exhibitors.

What data will we receive about our Virtual Booth?
Exhibitors will receive an export of their virtual booth metrics. It will show the unique and the total number of visits to your virtual booth. For those participants who agreed to share their data, the report will contain their respective registration information including date of visit, first name, surname, gender, email, affiliation, country, and field of interest. When delegates log on to the EACR 2021 Virtual Congress Platform for the first time, they will be prompted to update their profile and set the following preferences:

- Please do/ do not share my details with organizers of symposia sessions I attend
- Please do/ do not share my details with booths I visit in the Virtual Exhibition

If the delegate does not give consent to share their registration details, the line in the report will not include any of the abovementioned data. In addition, delegates can drop their own ‘business’ card and provide it to individual companies through the functionality mentioned above.

Will we receive data about other exhibitors?
Exhibitors will only receive information related to their own booth. They will not receive a comparison report to other exhibitors.

When will we receive metrics?
Industry Symposium organisers will receive a report at the latest 24 hours after their Session.

Virtual Exhibitors will receive a report by Wednesday, 16 June 2021 at the latest.

On-demand Industry Spotlight organisers will receive a report by Wednesday, 16 June 2021 at the latest.
Our team remains available for any further questions that you may have or if you face any technical difficulties or have questions do not hesitate to contact me directly.

I trust this helps you to prepare and we look forward to your attendance at the EACR 2021 Virtual Congress!

With warm regards,

Wessel Nieuwenweg
EACR 2021 Congress Manager
E-mail: eacr@newway-management.com
Website: www.eacr2021.org