

ECC 2021 
3-6 October | Wrocław, Poland
43RD EUROPEAN CONGRESS OF CYTOLOGY



**HYBRID
EVENT**

SPONSORS & EXHIBITORS MANUAL

43RD EUROPEAN CONGRESS OF CYTOLOGY 2021

3rd-6th OCTOBER 2021 | WROCLAW | POLAND

WWW.CYTOLOGY2021.EU

www.cytology2021.eu



Cytology2021

Dear Colleagues and Friends,

On behalf of the European Federation of Cytology Societies (EFCS) and Polish Society of Pathologists (PSP) we are pleased to invite you for the 43rd European Congress of Cytology from 3-6 October 2021 in Wrocław, Poland.

Wrocław which is located in the centre of Europe and South-West Poland is easily connected by plane, motorways and trains with other important European cities.

Despite severe destructions during WW II, the city has a rich multicultural heritage and numerous monuments. Currently, it is presented as the meeting and business place and was awarded the European Capital of Culture in 2016 and 2012 UEFA European Championship. We are deeply convinced that you will have an opportunity to discover the beauty, intellectual values and unusual cultural atmosphere of our and neighbouring cities. Moreover, rich and exciting cultural activities are also planned.

We propose to meet you in the Centennial Hall, a part of UNESCO human heritage place, to practice, teach and study cytology. The Polish and International Scientific Committee prepared balanced and interesting program covering different cytology aspects, relationship to ancillary and molecular techniques. Plenary lectures, symposias, round-table discussions, oral communications, workshops, posters and industrial expositions are planned. Companion-meetings of different European and international organisations will be present.

You will also find a wide range of interesting topics and will have an opportunity to present your own experience and expertise. We wait for you !

With best regards,



J. Klijanienko

Prof. Jerzy Klijanienko
ECC President



M. Jeleń

Prof. Michał Jeleń
(ECC Vice-President)



Paweł Gajdzis

dr Paweł Gajdzis
(ECC Vice-President)



Andrzej Marszałek

Prof. Andrzej Marszałek
(ECC Vice-President,
President of PSP)

DATE:

3rd - 6th October 2021

VENUE:

Wrocław Congress Center, Centennial Hall Complex (Hala Stulecia)

ul. Wystawowa 1

51-618 Wrocław

Poland

www.halastulecia.pl

The venue, Wrocław Congress Center is located in the Centennial Hall Complex, it is a historical meeting place in the center of Wrocław. Apart from the Hall and WCC, it also comprises Multimedia Fountain, Pergola and the outside grounds. In 2006, the Centennial Hall was inscribed on the UNESCO World Heritage List. The Hall and the Congress Center are multi-purpose facilities, which are ideal for organization of conferences, fairs, concerts, business, culture and social events, as well as sport competitions. The Venue can be easily reached by public transportation or car.



ABOUT WROCŁAW:

Wrocław, located in the southwest part of Poland, is a vibrant, historic city on the forefront of change in the New Europe. It is an academic centre with more than 20 institutions of higher education and over 140,000 students. It is also a dynamic business centre with the economy increasingly based on new technologies and innovation. The city's history is a mishmash of influences that speak of the varied cultural influences on a place that was at different times claimed by Prussia, Austria, Germany and, of course, Poland. Thanks to its history, the city has become an open-minded, creative centre for international business and culture. It was the host of the European Capital of Culture in 2016, with numerous cultural events to the city, and the World Games 2017.

Local Organizing Committee

Prof. Jerzy Klijanienko
ECC President
Institut Curie
Pathologie Paris, France

Prof. Michał Jeleń
ECC Vice-President
Wrocław Medical University,
Poland

dr Paweł Gajdzis
ECC Vice-President
Wrocław Medical University,
Poland

Prof. Andrzej Marszałek
ECC Vice-President,
President of Polish Society of
Pathologists

Organizing Secretariat & Registration

Convention Bureau **Wrocław**

Anna Kacperska
Convention Bureau - Wrocław
kacperska@convention.wroclaw.pl
+48 571 805 120

ABOUT EFCS

European Federation of Cytology Societies (EFCS, <https://www.efcs.eu>) is an international organisation founded in 1969 in Ghend (Belgium). EFCS's activity is based within International Academy of Cytology (IAC, <https://www.cytology-iac.org>).

The organisation's objects are the following:

- To offer and promote professional training of both medical and non-medical (scientific and technical) cytologists
- To make recommendations with regard to minimum requirements for the training, qualification and practice of cytology
- To encourage exchange of knowledge and experience with regard to cytology
- To promote scientific and organisational projects with regard to cytology
- Help in matters of problem solving both on scientific and organisational level
- To support cytological applications in order to obtain subsidies
- To offer advice to official health institutions about the role of cytology in disease prevention and diagnostics
- To encourage friendly relations between its members and affiliated members.

The federation will organize congresses (ECC, European Congress of Cytology), symposia, workshops or training sessions on a regular basis, which will be announced in writing or by electronic means. The organisation can also perform all activities that may be conducive to the realisation of these objects. In that respect, it can also, but only in an ancillary manner, perform commercial activities, but only if the proceeds of these activities are used for the purpose for which the organisation was established.

ECC is organized each year in different European cities. Malmö in Sweden will host 2019 ECC (<http://cytology2019.com>), previous recent ECC were in Madrid (<http://www.cytology2018.com>) and Milan (<https://www.cytopathology.org>). Around 700-1000 participants from 50-60 countries come for this event.

SCIENTIFIC PROGRAMME:

The most updated Scientific Programme can be found on the Congress website: www.cytology2021.eu

HOTEL ACCOMMODATION:

A list of recommendable hotels is published on the Congress website.

PRELIMINARY KEY DATES:

Call for Abstracts: 2021

Deadline for abstract submission: June 2021

Online Registration opening date: 2021

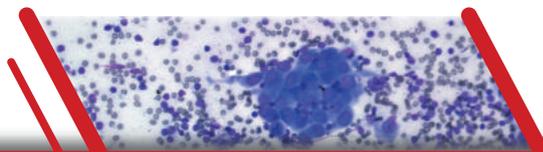
End of Registration: October 2021

PRELIMINARY REGISTRATION FEES:

Registration type	Early Bird Registration fee until August 14, 2021	Regular Registration fee August 15 to October 1, 2021	On-site Registration	One-day fee
Delegates	530 EUR	580 EUR	650 EUR	190 EUR
Students and Residents	380 EUR	430 EUR	540 EUR	140 EUR
Cytotechnologist	380 EUR	430 EUR	540 EUR	140 EUR
Qualified Participants from Developing Countries*	250 EUR	320 EUR	350 EUR	105 EUR

* Countries in Development Rate are defined by the World Bank as Low-Income or Lower-Middle-Income Economies

<https://datahelpdesk.worldbank.org/knowledgebase/articles/906519-world-bank-country-and-lending-groups>



The Foundation of Congress Tourism Promotion Convention Bureau – Wrocław has existed since 2002 and has been established to promote Wrocław on international markets and to support events in terms of organization and logistics in the field of the MICE industry. Foundation team consists of people experienced in the comprehensive organization of conferences and congresses according to their diversified subject areas. Long-term activity on the market enables the Foundation to adapt the facility to the needs and preferences of the organizers and to the scale of the event.

We have supported many national and international events in organizing and logistic aspects, including:

- IFLA World Library and Information Congress 2017 – over 3,000 participants
- The World Games 2017 – 3,500 athletes from 112 countries
- Wrocław Global Forum (2010-2016) – 450 participants in each edition
- 16th European Congress of Endocrinology (2014) – 2,500 participants

Due to the dynamic situation in the MICE industry, resulting from the global SARS-CoV-2 pandemic, the Convention Bureau – Wrocław Foundation has decided to meet the expectations of the event organizers. In order to ensure the safety and comfort of conference and congress participants, the Foundation has prepared and implemented flexible forms of event formula, both in stationary, hybrid and fully digital versions. The best example of the solutions mentioned above was the DiverCity4 conference, which has been held on the 22th of September 2020. This conference initially has been planned in an on-site form of participation, but due to the circumstances resulting from the global pandemic, it has been reformulated into a hybrid version, which means that event participants could join in it both stationary and remotely version. Thanks to this event formula, the Foundation has enabled the project partners to participate in the event, i.e. citizens of Norway and Iceland who, due to the reduced network of air connections, could not participate in the conference on-site.

Wrocław Congress Center, which is the venue dedicated for the ECC 2021 Congress is a safe and well prepared space to hold the most demanding projects. The facility complies with all the recommendations of the Main Sanitary Inspectorate in order to provide participants with maximum sense of safety. Moreover, Wrocław Congress Center is certificated by Poland Convention Bureau POT as a “Safe MICE venue”. In addition, Wrocław hotel facilities also implement all sanitary recommendations from relevant state institutions. The city of Wrocław has managed a promotional campaign informing about safety rules – entitled „Stay Safe in Wrocław”, which is aimed at taking care of the comfort of our guests and tourists. Many of Wrocław facilities and institutions have adapted their activities to these highest quality standards, which are mentioned in the Municipality of Wrocław campaign.

According to the cooperation with our sponsors and exhibitors during the ECC 2021 Congress, the Foundation would like to ensure that all terms and conditions resulting from assigned contracts and agreements will be discussed due to the current situation and that we will provide You with appropriate equivalents and solutions depending on the planned formula of the event.

PLATINUM: € 30.000,00

The following rights will be granted to the sponsor of this category:

- Special price for exhibition space at 250 EUR / sqm
- 5 complimentary Congress registrations
- 5 complimentary exhibitor registrations
- 5 complimentary Presidential Dinner tickets
- Company logo in the final programme (TBC)
- Company logo linked to the Sponsor's website will be placed in the Congress website as PLATINUM SPONSOR
- 1 full page, coloured sponsor advertisement in the final programme (TBC)
- 1 free insert in the participants' congress bags (max. of 4 pages, A4)
- PLATINUM SPONSOR visibility on Sponsors slide displayed in the Venue

GOLD: € 20.000,00

The following rights will be granted to the sponsor of this category:

- Special price for exhibition space at 250 EUR / sqm
- 3 complimentary Congress registrations
- 3 complimentary exhibitor registrations
- 3 complimentary Presidential Dinner tickets
- Company logo in the final programme (TBC)
- Company logo linked to the Sponsor's website will be placed in the congress web site as GOLD SPONSOR
- half page, coloured sponsor advertisement in the final programme (TBC)
- 1 free insert in the participants' congress bags (max. of 2 pages, A4)
- GOLD SPONSOR visibility on Sponsors slide displayed in the Venue

SILVER : € 12.000,00

The following rights will be granted to the sponsor of this category:

- Special price for exhibition area at 250 EUR / sqm
- 2 complimentary Congress registrations
- 2 complimentary exhibitor registrations
- 2 complimentary Presidential Dinner tickets
- Company logo in the final programme (TBC)
- Company logo linked to the Sponsor's website will be placed in the congress web site as SILVER SPONSOR
- 1 free insert in the participants' congress bags (1 page, A4)
- SILVER SPONSOR visibility on Sponsors slide displayed in the Venue

All prices in EURO and excl. VAT and local taxes, if applicable.

4. SPONSORSHIP OPPORTUNITIES BRONZE : € 8.000,00

The following rights will be granted to the sponsor of this category:

- 1 complimentary Congress registration
- 1 complimentary exhibitor registration
- 1 complimentary Presidential Dinner ticket
- Company logo in the final programme (TBC)
- Company logo linked to the Sponsor's website will be placed in the congress web site as BRONZE SPONSOR
- BRONZE SPONSOR visibility on Sponsors slide displayed in the Venue

WI-FI: € 5.000,00

The following rights will be granted to the sponsor of this category:

- Wi-Fi SPONSOR will be listed as the sponsor on the Wi-Fi-login landing page, with company name and logo (with hyperlink to the website)
- 1 complimentary Congress registration
- 1 complimentary Presidential Dinner ticket
- Company logo linked to the Sponsor's website will be placed in the congress web site as WI-FI SPONSOR
- WI-FI SPONSOR visibility on Sponsors slide displayed in the Venue

CONGRESS MOBILE APP: € 5.000,00

The following rights will be granted to the sponsor of this category:

- company logo linked to the Sponsor's website included in the mobile app, which will be promoted via a comprehensive marketing plan before the Congress
- 1 complimentary Congress registration
- 1 complimentary Presidential Dinner ticket
- Company logo linked to the Sponsor's website will be placed in the congress web site as CONGRESS APP SPONSOR
- CONGRESS APP SPONSOR visibility on Sponsors slide displayed in the Venue

POSTER SESSIONS SPONSOR: € 3.000,00

Posters will be presented throughout the Congress, partly on poster boards, partly as electronic posters (TBD). Sponsor logos will be placed on the poster boards and/or the screens for maximum exposure.

CONGRESS ITEMS:

Congress bags with sponsor logo € 3.000,00

Congress bag insert (1 page, A4) € 2.000,00

Name Badges & Lanyards € 3.000,00

(Material should be provided by the Supporter and approved by the Secretariat of the Congress)

CATERING

- Coffee breaks: € 2.500,00 per day (€ 8.000,00 for all breaks), Sponsor(s) may display signage and tabletop advertisement (permanent coffee-breaks will be provided through 4 days)

If you have specific requirements or budgets for the Sponsorship please let us know - all of your ideas are welcome. The above-mentioned benefits are an initial proposal, details of the contract will be determined individually and will depend on the final program and organizational arrangement (including exhibition space)

EXHIBITION SPACE RENTAL RATES

(all prices in EURO and excl. VAT and local taxes, if applicable)

The exhibition area during the ECC Congress 2021 will be located in the Wrocław Congress Center in the Foyer I & II, inside the Venue. Main catering areas (coffee breaks) will be located in the exhibition area to maximize the exhibitors' exposure to delegates.

PRICE PER SQM € 400,00
(min. 12 sqm)

Exhibition Space Rental includes the following services:

- Stand area, floor space only
- Product/company logo to be published in the Congress website

Space rental does not include any partition walls, furniture, electrical usage, stand/booth cleaning, carpet etc. All these services and others are available and can be ordered. Please contact us regarding your needs.

PRELIMINARY EXHIBITION SCHEDULE

Set-up dates:

Saturday, October 2nd, 2021, from 8 a.m. to 10 p.m.

Sunday, October 3rd, 2021, 6 a.m. to 7:30 a.m.

Exhibition dates:

Sunday 3rd October 8:30 a.m. - 5:30 p.m.

Monday 4th October 8:30 a.m. - 5:30 p.m.

Tuesday 5th October 8:30 a.m. - 5:30 p.m.

Wednesday 6th October 8:30 a.m. - 4:30 p.m.

Dismantling dates:

Wednesday, October 6th, 2021, 5:30 p.m. to 10 p.m.

Delivery Address:

Wrocławskie Centrum Kongresowe ECC 2021,

Company name and Contact person

ul. Wystawowa 1

51-618 Wrocław, Poland

In order for us to direct incoming goods to the correct stand, please make sure you label all your goods properly with the above mentioned information.

ALLOCATION OF EXHIBITION SPACE:

Space allocation is according to total sponsorship contribution, booth size, date of application and payment of first deposit. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should indicate so on their exhibition application form. Careful consideration will be given to all requests. ECC Organizers reserve the right to relocate or reassign booths at any time for the overall benefit of the meeting.

EXHIBITOR REGISTRATION

An exhibitor registration fee is € 250 and includes coffee breaks during the Congress.

Updated floor plan can be found here:

www.cytology2021.eu

CANCELLATION POLICY:

Cancellations and modifications must be made in writing.

Payment Conditions:

All payments must be made in Euro. A deposit of 30% of the total cost has to be paid after the agreement will be signed between the parties. An entity obliged to pay the deposit shall make the payment on the basis of an invoice issued by the Medical University of Wrocław Foundation (Fundacja Uniwersytetu Medycznego we Wrocławiu). The final balance is due by August 1, 2021. For bookings made after August 1, 2021, the full amount is due at the time of reservation. These conditions applies to both sponsors and exhibitors.

Bank Transfer deatials:

Fundacja Uniwersytetu Medycznego we Wrocławiu (Wrocław Medical University Foundation)

Address: 50-345 Wrocław, st. J. Mikulicza-Radeckiego 5

Bank name: Santander Bank Polska S.A, 4 o/Wrocław

Bank address: ul. Kuźnicza 17 -19, 50-950 Wrocław

Account number: PL 74 1090 2503 0000 0001 0170 9044

CANCELLATION POLICY

Cancellations and modifications to your original booking must be made in writing.

Cancellation Fees:

20% of total cost if booking is cancelled on or before June 30, 2021.

50 % of total cost if booking is cancelled on or before August 30, 2021

100% of total cost will be retained thereafter.



1. Participation application

In order to be considered for Exhibition/Sponsoring, the application form must be filled in, completed with a signature, and delivered to the Organizing Secretariat. However, mailing or delivering of the Application Form for Exhibition/Sponsoring to the Organizing Secretariat does not constitute a formal agreement that the Exhibitor/Sponsor will be admitted to participate. Applicants will be informed in writing of the acceptance or refusal of their application. In case of acceptance Supporters/Exhibitor will be bound by the Terms and Conditions listed in the prospectus and/or contractual agreement. The Organizing Secretariat reserves the right to refuse any application to exhibit/sponsor without giving cause.

2. Obligations and Rights of the Exhibitor

The booths may only be used for exhibiting and advertising the Exhibitor's own products, materials or services as described in the application form, but not for the sale of any products. Any kind of promotion outside the respective exhibition space is forbidden (such as Working Acts, distributing flyers etc.).

Transfer or sub-letting of all or part of the allocated spaces is prohibited.

The Organizing Secretariat reserves the right to enter any booth at any time. Booths need to be occupied during exhibition hours. The exhibition space is to be used only during regular opening hours. Prior written permission from the Organizing Secretariat is obligatory for the presentation of advertising lectures, advertising films, slide projections, for the distribution of samples, beverages or food. It is strictly forbidden for companies which are not Exhibitors/Sponsors to advertise in any way in the exhibition hall or in the entrances to the exhibition hall.

3. Obligations and Rights of Organizing Secretariat

The Organizing Secretariat reserves the right to revise the time and location of the exhibition, to shorten the duration of the exhibition and to cancel the exhibition altogether. Any change regarding the exhibition's time and duration neither entitles the exhibitor to cancel the contract nor to request a fee reduction or to put forward a claim to damages incurred by these changes.

4. Liability Insurance

The Organizer provides general guard service and third party insurance at the Congress site. Equipment and all related display materials installed by exhibitors are not insured by the Organizer, and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors/Sponsors. The Exhibitor agrees to be responsible for their property and person and for the property and persons of their employees and agents and for any third party who may visit their space through full and comprehensive insurance, and shall hold the Organizer harmless for any and all damage claims arising from theft and those perils usually covered by a fire and extended coverage policy.

5. Exhibition area policies

To ensure a smooth course of Congress, Exhibitors must obey all directives and instructions of the Organizing Secretariat regarding the use of booths, their decoration, the use of self-designed and self-constructed booths, and the fitting and furnishings of the booths. Before setting up their booths/displays/installations, Exhibitors must first contact the Organizing Secretariat and reconfirm placement of the booth as well as inform themselves of any special regulations relating to their booth. The standard height of the booth is restricted to 3 m.

- Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.
- Flammable materials are not to be used. Displayed or demonstrated equipment must be installed with strict adherence to safety measures.
- Access to the exhibition is authorized on presentation of a badge issued by the Organizer. Exhibitors' badges will not be mailed in advance and may be collected from the Exhibition Manager's desk.
- Booths must be set up and prepared within the dedicated timeframe.
- Exhibitors must avoid obstructing the sight of or access to neighboring booths. Special care must be taken to avoid the use of lights or spotlights that may annoy visitors or neighboring booths.
- Exhibitors are responsible for the proper care of the floors, walls, staircases and storage rooms as well as the hired booths and furnishings. Hired booths and furnishings must be returned in an orderly condition and in an orderly way. To avoid scratches and furrows on floors consequent upon sliding heavy packing cases, exhibitors (or their shipping agents) are required to use protective coverings.
- Exhibitors who wish to display extra heavy exhibits which require special support or foundations must request prior permission specifically in this matter from the Organizing Secretariat. It is not permitted to drive nails or hooks into the walls/floor of the exhibition hall, to install electric wiring or to cut or drill holes in the walls/floor of the rented booths.
- Cleaning the booth is the Exhibitor's responsibility, the Organizer ensures daily cleaning of the aisles.
- In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the Exhibitor.
- Advertising panels and display are not permitted outside the exhibition areas allotted to Exhibitors.
- Electrical Installations: The cost of electricity will be included in the rental fee (standard electrical outlet 3kW), however non-standard installations must be reported to the Organizing Secretariat and will be invoiced. Electrical installations within the booth are at the Exhibitor's expense.
- The Exhibitor must dismantle the booth within the allotted time. If the Exhibitor does not dismantle and clear away his/her exhibit in a timely manner, these items will be removed by the Organizing Secretariat at the Exhibitor's cost.

6. Payments

Please refer to the terms of payment, reduction and cancellation policy and corresponding deadlines as given in the Exhibition/Sponsoring Manual and the application forms for Exhibition/Sponsoring. The dimensions of floor space, booth measurements and rented items given are approximate. The Organizing Secretariat reserves the right to change these dimensions in order to most efficiently use the available exhibition area and to adjust the booths to the blueprints of the exhibition space. Special requests regarding placement of the booths/sponsorship items will be considered. However, such requests do not constitute a condition of registration on the part of the Exhibitor/Sponsor. Furthermore, Organizing Secretariat reserves the right to reduce the amount of floor space initially requested. Failure to comply with local authorities and international regulations may not be used as a ground to declare the contract rescission. Failure to comply with the Rules and Regulations will not expose the Organizing Secretariat to any suits or demands by the Sponsor/Exhibitor/any third party. The Exhibitor bears rental costs, as well as all other taxes, fees or official charges on the rental sum, if applicable. If a company wishes to renounce all claims to taking part in an exhibition after having contracted to do so, the company is nevertheless liable for the rental sum and for incidental expenses. In case of cancellation of the exhibition, the Organizing Secretariat will return the received part payments less the sum equivalent to the costs which have been borne by the Organizing Secretariat up to the time of cancellation; the registration fee will not be returned. This agreement shall remain in full force and effect in case of merger or acquisition of the contracting company.

7. Place of Legislation

In all cases of litigation it is agreed by the Exhibitor that the competency of the duly authorized court in Wrocław, Poland is recognized. Electively, the Organizing Secretariat may choose to appeal to the competent court in whose jurisdiction the exhibitor falls. Polish law is to be applied.



SEE YOU IN WROCŁAW!