



**EACR**  
**2026**

08 - 11 June | Budapest

# Innovative Cancer Science

Annual Congress of the  
European Association  
for Cancer Research

# ADVERTISING GUIDE

# DIGITAL BRANDING AND ADVERTISING

(General business-to-business VAT rules apply)

## ENTRANCE FOYER SCREEN

FROM € 2 000 (EXCL. VAT)

Large digital screen in the main entrance foyer, located above the walkway towards the session rooms. Rotating advertisements changing each day, Maximum of 10 adverts per day.

1 day (Mon/Tue/Wed/Thu)	€ 2 000
Whole Congress	€ 5 000



## SESSION FOYER SCREEN

FROM € 1 000 (EXCL. VAT)

Large digital screen in the session foyer, visible as you walk toward the entrance foyer. Rotating advertisements changing each day, Maximum of 10 adverts per day.

1 day (Mon/Tue/Wed/Thu)	€ 1 000
Whole Congress	€ 2 500



# STATIC BRANDING AND ADVERTISING

## VENUE ENTRANCES

€ 6 000 (EXCL. VAT)

Add branding to the revolving doors at the north and south entrances to the Congress venue. It includes the top header of the revolving doors (inside and outside) and one double-sided window advertisement at each entrance.



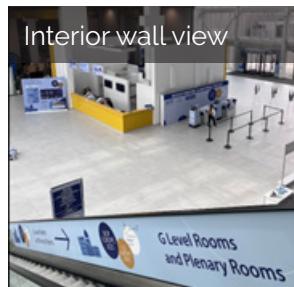
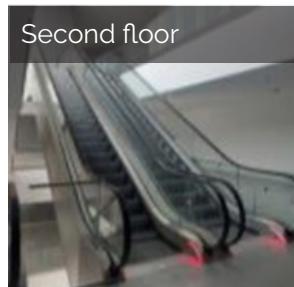
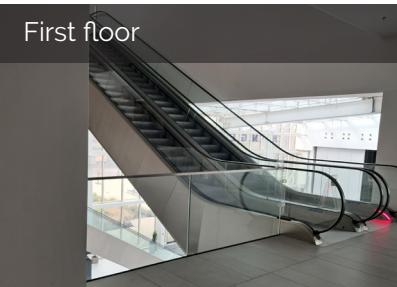
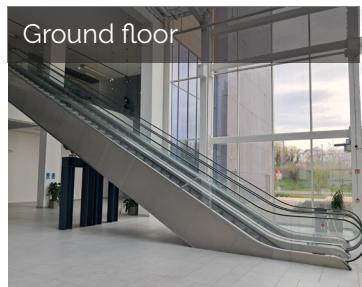
## MAIN FOYER ESCALATORS

FROM € 2 000 (EXCL. VAT)

Add branding to the glass panels along the sides of the escalators. Available for the outside walls, visible to people walking past, or the inside walls, visible to participants on the escalators, or both. Three sets of escalators are available, one for each floor. Companies may select more than one escalator.

Outside wall includes 1 full-length sticker. Inside wall includes 2 full-length stickers (one on up and one on down stairs)

	Outside wall	Inside wall
Entrance foyer to first level	€ 4 000	€ 2 000
First to second level	N/A	€ 2 000
Second to third level (plenary on third level)	N/A	€ 2 000



## Railing upgrade

€ 750 (EXCL. VAT)

Add branding to the waist height glass panel at the end of the escalators.  
Only available for companies who purchase branding on the same escalator.



## BALCONY GALLERY

FROM € 950 (EXCL. VAT)

Add branding to the waist high glass panels along the interior walkways of the first floor. These look out over the ground floor at the main entrance and session rooms. Branding will face inwards toward the first floor walkways.

Price is per 200 x 100 cm sticker, with a maximum of 6 available.

