

INDUSTRY GUIDELINES

ESMO 2014

Madrid
Spain

26-30 SEPTEMBER 2014

IMPORTANT DEADLINES

07 May 2014	Abstract submission and travel grant applications
18 June 2014	Early Registration
23 July 2014	Group Registration, participant names to be given
20 August 2014	Late-breaking abstract submission
20 August 2014	Late registration

Organiser



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Accommodation, Optional tours, Transfers, Restaurants

Barceló Congressos
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Tel.: +34 93 8823878
E-mail: esmo2014@barcelocongresos.com

WELCOME TO ESMO 2014

Dear Industry Partners,

It is now increasingly clear that cancer is a very personal disease that requires an individualised treatment approach. How can we possibly identify and effectively treat this massive collection of diseases – each sub-type with its own individual molecular makeup? For a long time, this seemed an insurmountable challenge to optimal cancer care: although the disease was clearly individual and heterogeneous, treatment was necessarily based largely on statistical collective analyses and results – a “best fit” for a population, but not necessarily for each individual sufferer.

Today, thanks to advances in molecular biology and genomics, this no longer has to be the case. As we gain greater insights into carcinogenesis, we are at the point where genuinely targeted therapy is now possible for an increasing number of cancers. We are also rapidly moving from a ‘site of origin’ based disease classification to a genomics-based taxonomy of these complex and diverse diseases, with revolutionary implications for clinical practice, for research, and for teaching. ESMO is at the forefront of this rapidly changing landscape, a vital point of reference for the oncology profession. This is why you cannot afford to miss the 2014 ESMO Madrid Congress.

The theme for ESMO 2014 is ‘Precision Medicine in Cancer Care.’ Providing optimal treatment for patients according to individual circumstances and the molecular characteristics of their disease is also a key theme for ESMO when developing new conferences, products and services. Whether you are a medical or surgical oncologist, radiotherapist, immunologist or pathologist, practicing precision medicine means we are all working towards a common goal—improved patient outcomes. This is the ultimate goal of ESMO 2014.

ESMO 2014 will offer the chance to share that knowledge in a dynamic, peer-to-peer environment, where new ideas and new collaborations appear spontaneously at every corner. Nothing is better than face-to-face contact amongst professionals. In Madrid, ESMO will provide a Scientific and Educational Programme that builds on the highly successful models of ESMO 2010 in Milan and ESMO 2012 in Vienna, while extending breadth and depth. You can expect to learn about the latest results in basic, translational, and clinical research, expressing the broader concepts of precision or personalised medicine in specific treatment options.

The personalised paradigm for care demands more than ever a multidisciplinary approach: you can expect practical seminars and wide-ranging debates about how specialities can work together to achieve ever-greater precision in cancer care.

Delivering precision medicine is not just a scientific challenge: you can expect detailed exploration of the practical, political, and financial issues that stand between our ideals and the reality of implementing optimal care for every person suffering from cancer. From the academic lab to the busy clinic, the scientific programme at ESMO 2014 aims to connect all the dots for you.

This also depends, in part, on you: the research abstracts and trials reports that you provide will help ensure that the Scientific and Education Programme is truly a conversation among peers. Your contribution will help to inspire the collaborative discussions that advance our profession – and gain you the recognition that your work deserves.

We look forward to meeting you in Madrid and to exchanging expertise. This is a remarkable time for cancer care – a time when we can all make a difference. We invite you to seize the opportunity.

Best regards,



Johann de Bono
ESMO 2014 Scientific
Committee Chair
Sutton, UK



Jean-Yves Douillard
ESMO 2014 Educational
Committee Chair
Nantes-Saint-Herblain, France

CONGRESS OFFICERS

ESMO 2014 and Congress President

Rolf A. Stahel, Zurich, Switzerland

ESMO 2014 Scientific Steering Committee

Johann de Bono	Sutton, UK, Chair	Rosalind Eeles	Sutton, UK
Dirk Arnold	Freiburg, Germany	Eleni Efstathiou	Athens, Greece
Josep Maria Borrás	Barcelona, Spain	Sandrine Faivre	Clichy, France
Andrés Cervantes	Valencia, Spain	James Larkin	London, UK
Ian Chau	Sutton, UK	Solange Peters	Lausanne, Switzerland
George Coukos	Lausanne, Switzerland	Andres Poveda	Valencia, Spain
Giuseppe Curigliano	Milan, Italy	Caroline Robert	Villejuif, France
Faith Davies	Sutton, UK	Stefan Sleijfer	Rotterdam, Netherlands
Evandro De Azambuja	Brussels, Belgium	Roger Stupp	Zurich, Switzerland
Mario Dicato	Luxembourg	Charles Swanton	London, UK
Christian Dittrich	Vienna, Austria	Johan Vansteenkiste	Leuven, Belgium

ESMO 2014 Advisory Council

Fabrice André	Villejuif, France	Richard Houlston	Sutton, UK
Jean-Pierre Armand	Villejuif, France	Ian Judson	Sutton, UK
Joaquim Bellmunt	Barcelona, Spain	Stanley B. Kaye	Sutton, UK
Palo G. Casali	Milan, Italy	Roberto Labianca	Bergamo, Italy
David Cunningham	Sutton, UK	Miguel Martin	Madrid, Spain
Julian Downward	London, UK	Martine Piccart	Brussels, Belgium
Martin Dreyling	Munich, Germany	Lillian Siu	Toronto, ON, Canada
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Enriqueta Felip	Barcelona, Spain	Josep Tabernero	Barcelona, Spain
Rocio Garcia-Carbonero	Seville, Spain	Ian Tannock	Toronto, ON, Canada
Pilar Garrido	Madrid, Spain	Michael Weller	Zurich, Switzerland
Martin Gore	London, UK		

Educational Steering Committee

Jean-Yves Douillard	Nantes-Saint-Herblain, France	Chair	Richard Herrmann	Basel, Switzerland
Raffaele Califano	Manchester, UK		Lorenz Jost	Bruderholz, Switzerland
Andrés Cervantes	Valencia, Spain		Claus-Henning Koehne	Oldenburg, Germany
Nathan Cherny	Jerusalem, Israel		Nicholas Pavlidis	Ioannina, Greece
Robert Eckert	Wendingen, Germany		Giampaolo Tortora	Verona, Italy
Michele Ghilmini	Bellinzona, Switzerland			

ESMO 2014 Local Officer

Ramon Colomer, Madrid, Spain

ESMO 2012 STATISTICS

Over 16,000 delegates, including key opinion leaders and prescribers, representing medical oncology and related specialities attended the 37th ESMO Congress in Vienna (28 Sep-2 Oct 2012).

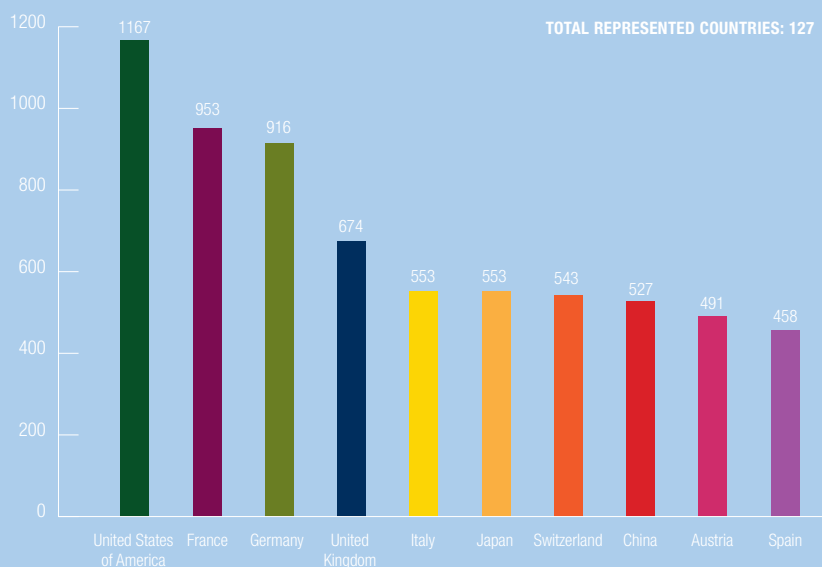
Please find below the key statistics from this past congress which we trust will demonstrate the relevance and importance of increasing your visibility and participation at the premier European cancer meeting: ESMO 2014.

REGISTRATION DATA

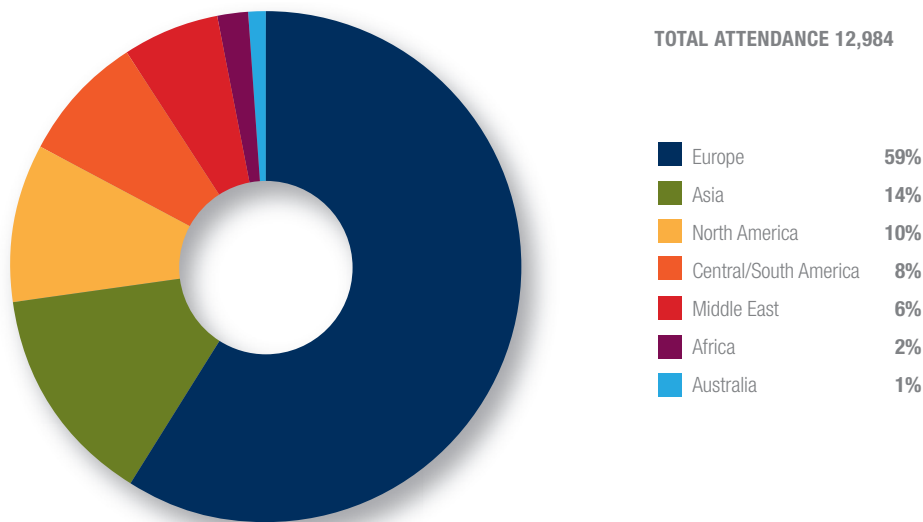
DETAILED ATTENDANCE BASED ON REGISTRATION FEES PAID

Delegates	12.504	
Travel grants	47	
Invited speakers	433	
Total Congress delegates		12.984
Exhibition visitors	54	
Patient Seminar participants	133	
Press	344	
Total Congress participants		13.515
Total exhibitors and industry representatives	2.687	
TOTAL		16.202

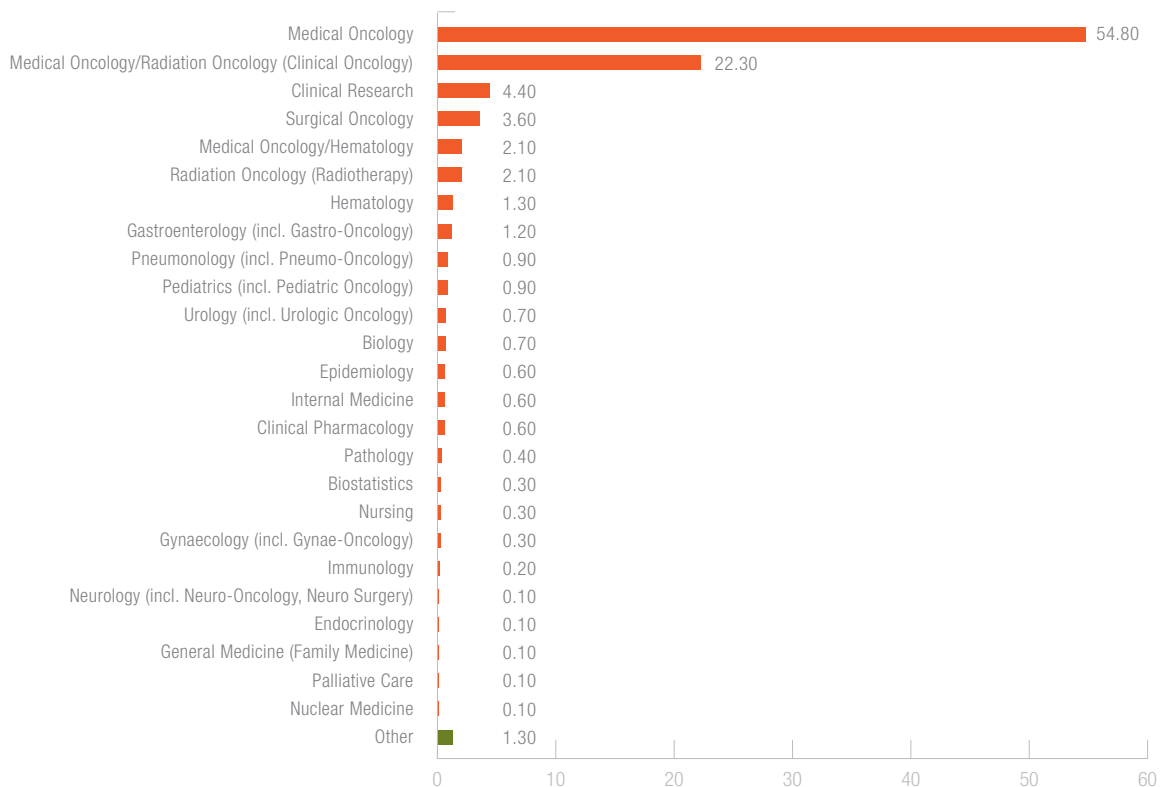
TOP 10 COUNTRIES



ATTENDANCE BY REGION



PROFESSIONAL FIELD OF WORK*



*As per ESMO 2012 survey

ABSTRACT DATA

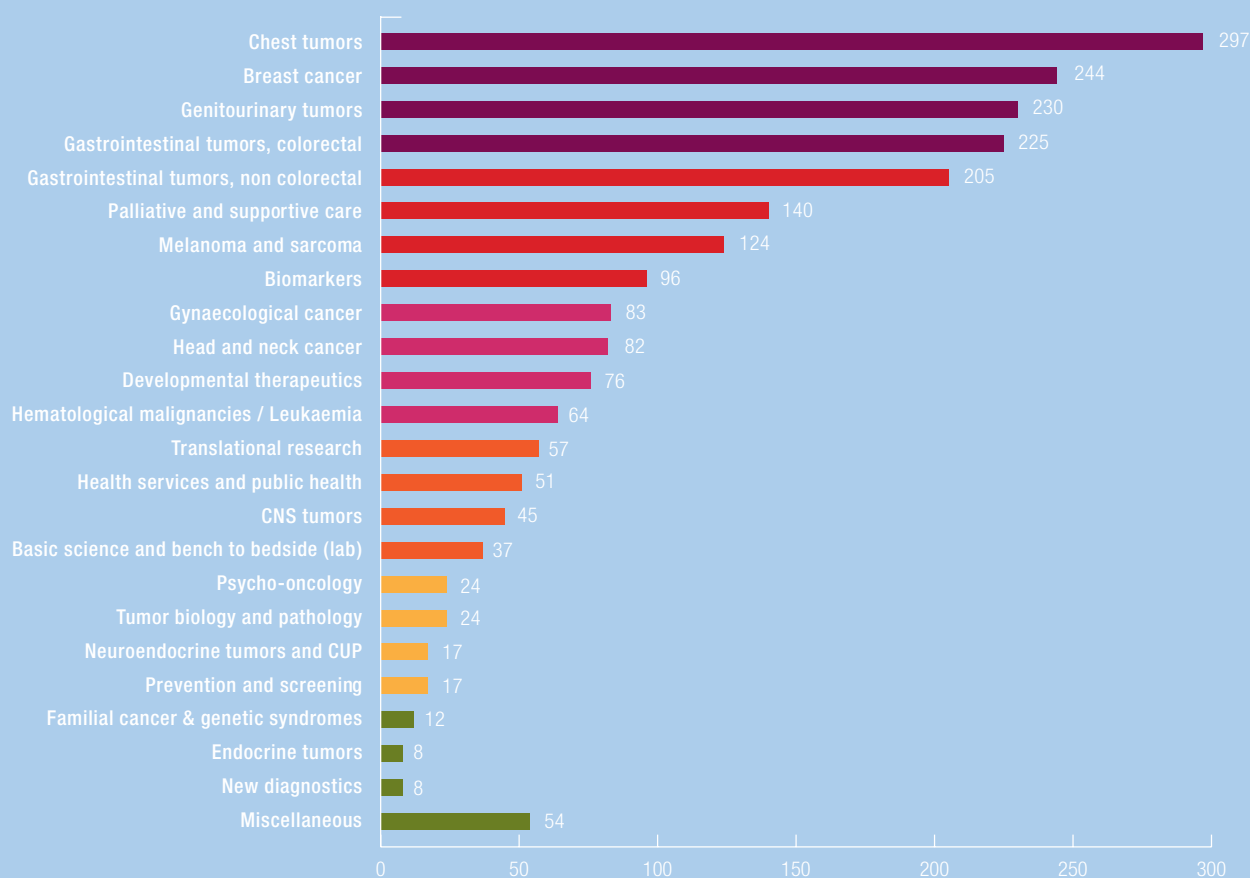
SUBMITTED ABSTRACTS

	abstracts	%
Total abstracts submitted	2.220	100
Accepted abstracts	1.591	71.6
Rejected & withdrawn	629	28.4

ACCEPTED ABSTRACTS

	abstracts	%
Late-Breaking Abstracts	33	2%
Oral presentations	70	4.5%
Poster discussion	138	8.5%
Poster presentations	997	63%
Publication only	353	22%

SUBMITTED ABSTRACTS BY TOPIC



PREFACE

Welcome and congratulations!

You have decided to partner ESMO 2014, the world's premier congress in medical oncology.

ESMO 2014 will take place in the city of Madrid from 26 to 30 September 2014.

Over these 5 days, you will have a unique opportunity to exchange with leading oncologists from all over the world.

Well organised planning makes for successful execution and the European Society for Medical Oncology (ESMO) together with its partner suppliers will be glad to guide you over the coming months towards a congress rich in discussion and exchange for your organisation.

These ESMO 2014 Industry Guidelines will guide you in the necessary steps of your participation at ESMO 2014.

The document is organised into seven distinct sections namely:

1. General Information (Including Congress Overview Plan)

2. Key Dates (Concerning the Scientific Programme, Satellite Symposia, Registration and Publications)

3. Industry Satellite Symposia

4. Industry Meetings On-site

5. Promotion

6. General Terms and Conditions

7. ESMO Priority List

All the regulations concerning the ESMO 2014 Exhibition will be included in the ESMO 2014 Exhibitor Manual.

A copy of this document will be available on our website and your main contact for any additional queries will be our official Exhibition Management Agency (MAW - Medizinische Ausstellungs- und Werbegesellschaft).

Please read this document carefully and share with the necessary colleagues and agencies involved in the organisation of your ESMO 2014 activities.

Also note that a successful application for participation at ESMO 2014 implies an acceptance of the requirements contained within these Industry Guidelines and also in any updates posted on <http://www.esmo.org/Conferences/ESMO-2014-Congress>

We look forward to working with you over the coming months towards a rich and innovative ESMO 2014!

GENERAL INFORMATION

VENUE

Venue information

The ESMO 2014 Congress will be held at the:

IFEMA – Feria de Madrid

28042 Madrid

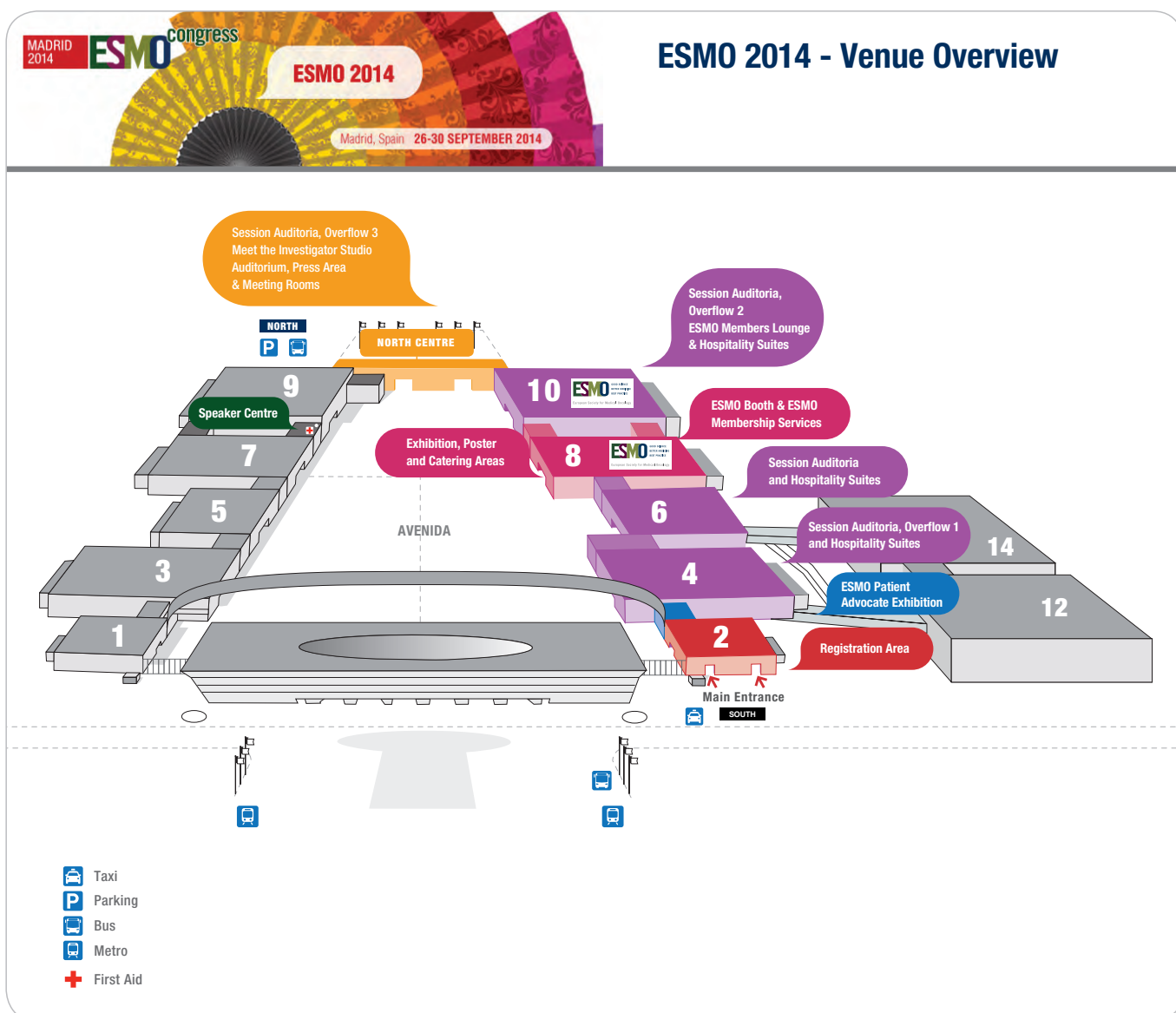
Spain

Tel: +34 91 722 30 00

Fax: +34 91 722 58 01

www.ifema.es

Located only three kilometres from Madrid-Barajas International Airport, the venue offers exceptional transportation links by road, rail, underground and bus. The city centre is just 12 minutes away. A transportation pass will be given to all registered delegates together with the Congress bag. This will enable unlimited free journeys on the city transportation network from 26 to 30 September 2014 inclusive. Shuttle bus services may be organised through Barceló Congresos (esmo2014@barcelocongresos.com).



KEY DATES

Congress dates

07 May 2014	Abstract submission deadline
April 2014	Advanced programme including speaker names
20 August 2014	Late-breaking abstracts deadline
26 – 30 September 2014	39th ESMO Congress

Satellite symposia deadlines

13 June 2014	Proposed programme, including the title of the satellite symposium and all presentations, the names of both proposed speakers and chairperson(s)
14 July 2014	Notification of acceptance or rejection
15 August 2014	Receipt of the final programme for inclusion in the Programme Book

Registration deadlines

18 June 2014	Early registration
23 July 2014	Name lists for group registrations
20 August 2014	Late registration and pre-registration closure

Publication deadlines

26 May 2014	Submit Company logo
16 June 2014	Send advertisements for Programme Book
14 July 2014	Send advertisement for Congress Newspaper
21 July 2014	Send bag inserts for evaluation
28 July 2014	Send satellite invitation weblink
4 August 2014	Submit artwork for on-site advertising

INDUSTRY SATELLITE SYMPOSIA



1.0 Structure

Satellite symposia will take place on Friday 26, Saturday 27, Sunday 28 and Monday 29 September 2014. Details of available time-slots may be obtained by email from the ESMO Marketing Department (marketing@esmo.org).

1.1 Satellite symposia programmes

All Satellite symposia programmes must be approved by the ESMO Scientific Committee with a view to ensuring the scientific quality and scope of such symposia within the framework of the Congress.

Companies are strongly encouraged to establish a programme in line with the general concept of the Congress scientific programme. Current ESMO policy encourages the avoidance of topic and/or statement repetition, and/or lectures which may be in conflict with what the ESMO Scientific Committee considers to be a proper, scientifically well-founded point of view.

ESMO reserves the right to veto speakers. In order to ensure a greater diversity of opinion and scientific contribution, the ESMO Executive Board recommends

that a speaker presents at no more than one (1) Satellite symposium. However, if unavoidable, a speaker may be involved in a second satellite for a maximum of two (2) symposia during the Congress. Kindly note that this restriction applies regardless of whether the speaker receives an honorarium or not. Any changes in the provisional or in the final programme must be forwarded immediately to the ESMO Congress Department (programme@esmo.org).

Each company is responsible for the registration of its own Satellite symposium speakers to the Congress. Registrations are not arranged by ESMO.

Submitting an abstract to the ESMO Scientific Committee and the official Congress programme implies that the study reported therein will not be presented as such during the Congress at any Industry Satellite symposium and that it has not been presented elsewhere. Therefore, presenting and sponsoring (by an ESMO member) an abstract certifies that it is not connected to any industry satellite symposia.

1.2 Applications

Requests for Satellite symposia will be processed in accordance with the company ranking in the ESMO sponsors priority list and, subsequently, on a first-come/first-served basis. Companies not included in the ESMO priority list that would like to have a Satellite symposium

or companies in the priority list that would like to have an additional symposium timeslot will be given an opportunity after the requests of all the companies in the priority list have been accommodated, subject to availability and on a first come, first served basis.

1.3 Programme timeline and deadlines

On application	Each company should inform ESMO about the type of product(s) and the treatment area on which the programme of the satellite symposium will be based
13 June 2014	The proposed programme, including the title of the Satellite symposium and all presentations, the names of both proposed speakers and chairperson(s), must be submitted using the official ESMO programme template to the ESMO Congress Department (programme@esmo.org)
14 July 2014	Notification by ESMO of the acceptance / rejection / request for modifications to the programme as decided by the ESMO Scientific Committee
15 August 2014	Receipt of the final programme for inclusion in the programme book

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25



2.0 Satellite symposia details

Schedule, room set-up, food and beverage areas (F&B) and features

Set up in Theater style in all the session rooms, with a panel table for 4 persons and 1 lectern

No.	Time	Duration	Day	Date	Auditorium	Hall	Capacity	Height to ceiling (m)	F&B area (see floor plans)
1	*14:00-16:00	2 h	Fri	26-Sept	Sevilla	10	1.500	9m	Foyer Sevilla
2	*14:00-16:00	2 h	Fri	26-Sept	Pamplona	4	600	9m	Foyer Pamplona
3	*14:00-16:00	2 h	Fri	26-Sept	Bilbao	NC	400	9.9m	Foyer Bilbao
4	*14:00-16:00	2 h	Fri	26-Sept	Oviedo	NC	200	9.9m	Foyer Oviedo
5	*14:00-16:30	2 h 30	Fri	26-Sept	Cordoba	10	1.000	9m	Foyer Cordoba
6	*14:00-17:00	3 h	Fri	26-Sept	Valencia	4	600	9m	Foyer Valencia
7	*14:00-18:00	4 h	Fri	26-Sept	Barcelona	4	2.000	9m	Foyer Barcelona
8	15:00-17:00	2 h	Fri	26-Sept	Granada	10	1.000	9m	Foyer Granada
9	15:00-17:00	2 h	Fri	26-Sept	Alicante	NC	480	9.9m	Foyer Alicante
10	15:00-17:00	2 h	Fri	26-Sept	San Sebastian	NC	220	9.9m	Foyer San Sebastian
11	17:00-19:00	2 h	Fri	26-Sept	Bilbao	NC	400	9.9m	Foyer Bilbao
12	17:00-19:00	2 h	Fri	26-Sept	Oviedo	NC	200	9.9m	Foyer Oviedo
13	17:00-20:00	3 h	Fri	26-Sept	Sevilla	10	1.500	9m	Foyer Sevilla
14	17:00-20:00	3 h	Fri	26-Sept	Pamplona	4	600	9m	Foyer Pamplona
15	17:30-20:00	2 h 30	Fri	26-Sept	Cordoba	10	1.000	9m	Foyer Cordoba
16	18:00-20:00	2 h	Fri	26-Sept	Granada	10	1.000	9m	Foyer Granada
17	18:00-20:00	2 h	Fri	26-Sept	Valencia	4	600	9m	Foyer Valencia
18	18:00-20:00	2 h	Fri	26-Sept	Alicante	NC	480	9.9m	Foyer Alicante
19	18:00-20:00	2 h	Fri	26-Sept	San Sebastian	NC	220	9.9m	Foyer San Sebastian
20	18:00-20:00	2 h	Sat	27-Sept	Sevilla	10	1.500	9m	Foyer Sevilla
21	18:00-20:00	2 h	Sat	27-Sept	Granada	10	1.000	9m	Foyer Granada
22	18:00-20:00	2 h	Sat	27-Sept	Cordoba	10	1.000	9m	Foyer Cordoba
23	18:00-20:00	2 h	Sat	27-Sept	Valencia	4	600	9m	Foyer Valencia
24	18:00-20:00	2 h	Sat	27-Sept	Alicante	NC	480	9.9m	Foyer Alicante
25	18:00-20:00	2 h	Sat	27-Sept	Salamanca	NC	400	9.9m	Foyer Salamanca
26	18:00-20:00	2 h	Sat	27-Sept	San Sebastian	NC	220	9.9m	Foyer San Sebastian
27	18:00-20:00	2 h	Sun	28-Sept	Sevilla	10	1.500	9m	Foyer Sevilla
28	18:00-20:00	2 h	Sun	28-Sept	Granada	10	1.000	9m	Foyer Granada
29	18:00-20:00	2 h	Sun	28-Sept	Cordoba	10	1.000	9m	Foyer Cordoba
30	18:00-20:00	2 h	Sun	28-Sept	Valencia	4	600	9m	Foyer Valencia
31	18:00-20:00	2 h	Sun	28-Sept	Alicante	NC	480	9.9m	Foyer Alicante
32	18:00-20:00	2 h	Sun	28-Sept	Salamanca	NC	400	9.9m	Foyer Salamanca
33	18:00-20:00	2 h	Sun	28-Sept	San Sebastian	NC	220	9.9m	Foyer San Sebastian
34	18:00-20:00	2 h	Mon	29-Sept	Sevilla	10	1.500	9m	Foyer Sevilla
35	18:00-20:00	2 h	Mon	29-Sept	Granada	10	1.000	9m	Foyer Granada
36	18:00-20:00	2 h	Mon	29-Sept	Cordoba	10	1.000	9m	Foyer Cordoba
37	18:00-20:00	2 h	Mon	29-Sept	Valencia	4	600	9m	Foyer Valencia
38	18:00-20:00	2 h	Mon	29-Sept	Alicante	NC	480	9.9m	Foyer Alicante
39	18:00-20:00	2 h	Mon	29-Sept	Salamanca	NC	400	9.9m	Foyer Salamanca
40	18:00-20:00	2 h	Mon	29-Sept	San Sebastian	NC	220	9.9m	Foyer San Sebastian

NC= North Centre

*F&B functions before the satellite start possible only between 13:30 and 14:00

Technical equipment

Hall	LCD proj.	Laptop	Screen	Laser pointer	Microphones (a)		
					Lectern	Panel	Floor
Barcelona	LCD proj. 12.000 al	1	8 x 6m	1	1	3	6
Sevilla	LCD proj. 12.000 al	1	8 x 6m	1	1	3	6
Granada	LCD proj. 8.000 al	1	7 x 5.25m	1	1	3	4
Cordoba	LCD proj. 8.000 al	1	7 x 5.25m	1	1	3	4
Pamplona	LCD proj. 8.000 al	1	6 x 4.5m	1	1	3	4
Valencia	LCD proj. 8.000 al	1	6 x 4.5m	1	1	3	4
Alicante	16.000 lux projector	1	4 x 6.5m	1	1	3	2
Bilbao	9.000 lux projector	1	4 x 6.5m	1	1	3	2
Salamanca	9.000 lux projector	1	4 x 6.5m	1	1	3	2
Oviedo		1	4 x 6.5m	1	1	2	2
San Sebastian	9.000 lux projector	1	4 x 6.5m	1	1	2	2

al=ansilumen a.

All microphones are wired

IMPORTANT: The satellite symposia slot prices quoted in the ESMO 2014 Industry Prospectus include:

- The room rental and construction fees
- Equipment and room setup (details mentioned above)
- AV support staff (see section 2.1)
- Symposium session published in the Programme Book as well as in the On-line Programme
- Symposium poster* easel outside of the lecture room
- Symposium poster and invitationsholder* in the ESMO 2014 Industry Satellite Symposium Display Area

**Production and delivery of posters and invitations is at the sponsoring company's expense*





2.1 Technical and monitoring staff

One technical staff member and one hostess are assigned to each room. Additional hostesses can be booked through Barceló Congresos (esmo2014@barcelocongresos.com).

2.1.1 Alternative stage set-up, additional equipment and/or personnel

The details of a contact person for an alternative stage set-up, additional equipment and/or personnel will be provided in the confirmations. Owing to the limited set-up and dismantling time necessary between Satellite symposia slots (between 30 minutes and 1 hour), additional audiovisual equipment should only be ordered through the official supplier. However, should a company wish to use its own technical supplier, the company must check in advance with the IFEMA that the proposed "Technical Requirements" of the Symposium are feasible and compatible with the existing equipment. These requests must be communicated no later than 29th August 2014. Extra equipment requests to be sent to: C.vanVendelo@acsaudiovisual.com for the following auditoria: Barcelona, Sevilla, Granada, Cordoba, Pamplona and Valencia and csarmiento@ifema.es for the following auditoria: Alicante, Bilbao, Salamanca, Oviedo and San Sebastian

2.2 Food & Beverage areas

Requests for F&B functions should be addressed to the ESMO Congress Department (congress@esmo.org),

indicating the type of function (coffee break, cocktail, standing lunch, other) and number of guests. The assignment of F&B time-slots and areas will be processed on a first come, first served basis. Only when the time-slot and location are assigned will the company be given the contact details of the catering person responsible for their requirements and through whom they can place their orders. F&B functions should not last more than half an hour. Whether they can take place before or after the Satellite symposium will depend on the availability of the F&B area. No food or beverages are allowed inside any of the auditoria. However an exception is made for water. Each company may offer water in plastic bottles to their Satellite participants. Of course, it is the responsibility of the company to clean the room after the session. If the organiser needs to intervene for cleaning purposes the extra costs will be charged to the company. Please also note that any food items served in the congress centre must be purchased through the official catering service.

2.3 Duration of the Satellite symposium

All companies are obliged to respect the start and closure times of the Satellite symposia. Extensions beyond assigned time-slots are not allowed under any circumstances. Infringement of this regulation will affect the Sponsors priority list for future ESMO congresses.

2.4 Installation, rehearsal and dismantling times

The halls will be available 30 or 60 minutes before the scheduled start of the Satellite symposium for setting-up and rehearsal purposes and will be cleared by the company and ready for the next event within 30 or 60 minutes after the scheduled end of the Satellite symposium.

Rehearsal time on the day before may be available but is not guaranteed. Please contact the ESMO Congress Department (congress@esmo.org).

2.5 Invited speakers preview centre

For logistical reasons, companies organising a Satellite symposium are strongly recommended to use the invited speakers preview centre and follow the instructions that ESMO prepares for its own speakers.

If a company does not wish to use the invited speakers preview centre they must advise the ESMO Congress Department (congress@esmo.org).

2.6 Industry satellite symposium webcast

Only sponsors of OncologyPro will have the opportunity to include their satellite webcast to OncologyPro and in the Congress general webcast (for a small technical fee). Other industry Satellite organisers will not have the opportunity to include their satellite webcast in OncologyPro but can request to have it included in the Congress general webcast.

Please note that for technical reasons, companies that wish to have their satellite webcast included in OncologyPro and/or the Congress general webcast are obliged to use the official speaker preview centre and the official provider. Changes to the audiovisual equipment included in the rental package are not allowed.

Additional information can be requested from the ESMO Congress Department (congress@esmo.org).

2.7 Satellite symposia contact/representatives

Each company will provide the name of one person who will be responsible for the organisation of its Satellite symposium and notify the ESMO Congress Department

(congress@esmo.org) as soon as possible about any changes.

If several people are responsible for various aspects (financial, organisational, etc.) of the symposium, the company must inform ESMO accordingly. ESMO strongly recommends, however, that only one (1) contact person is appointed.

If an agency is appointed to manage and organise the Satellite symposium, the company must inform ESMO and provide the agency name and contact person details. Only official agency representatives will receive information material from ESMO.

2.8 ESMO Congress website and programme book

Approved Satellite symposia programmes will be published online in the Satellite symposia section of the ESMO Congress programme and in the Congress programme book if they are received no later than 15 August 2014.

Satellite symposia programmes published in the ESMO Congress programme book will follow the layout determined by the ESMO Congress Department. The submission of the programme must follow the format of the ESMO template, which may be requested from programme@esmo.org.

The following details are necessary for inclusion in both programmes (online and book): session title, lecture titles plus allocated time for each presentation, full speaker names, affiliation and contact details.

2.9 Abstract presentation during the Congress

Each company must guarantee that studies reported in accepted abstracts will not be presented as such during the Congress at any industry-related Satellite symposia prior to its presentation during the official Congress programme.

2.10 ESMO Congress Abstract book

Abstracts related to satellite symposia are not published in the ESMO Congress Abstract book.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25

INDUSTRY MEETINGS ON-SITE

3.0 Industry Meeting activities

3.1 Networking events

Companies may organise evening events, provided that these start after the conclusion of the official programme of the day.

The Opening session will take place in the congress venue on Friday, 26 September 2014 from 12:00 to 13:30 hours. ESMO does not authorise that Congress participants are offered any corporate-organised event before the end of the Opening session (13:30 hours). Please note that the Opening session will be followed by a Welcome Reception.

The ESMO Presidential Dinner is foreseen on Sunday, 28 September 2014 (19:30-23:00). The ESMO Board of Directors and the Congress Faculty will be invited to the Presidential Dinner.

3.2 Unofficial Satellite symposia or similar events

During the period beginning Thursday, 25 September 2014 through to Tuesday, 30 September 2014, ESMO does not allow any corporate-organised Satellite symposia or similar events to take place on other days and in other places except on Friday, 26, on Saturday, 27, Sunday, 28 and on Monday, 29 September 2014 in the official venue.

3.3 Participation in Industry Satellite symposia

Participants fully registered to the Congress, visitors wearing the visitors' badge, exhibitors wearing the exhibitors badge and agencies wearing the Industry Satellite badge have the right to attend the industry Satellite symposia.

Blackout times:

Friday, 26 September 2014	12:00-13:30
Saturday, 27 September 2014	08:00-17:30
Sunday, 28 September 2014	08:00-18:00
Monday, 29 September 2014	08:00-18:00
Tuesday, 30 September 2014	08:00-13:00

3.4 Media activities

All media activities initiated by third parties are subject to a specific Media Policy. Companies wishing to organise a media event during the Congress should send a request to the ESMO Press Office using the appropriate form made available through the ESMO website or contacting media@esmo.org. For any additional information about Media issues, please contact media@esmo.org.

Press badges

According to the ESMO Media Policy, press badges may only be assigned to journalists working for recognised media organisations. Should communication agency representatives require a badge for the purpose of preparing and/or developing third-party media events, please contact the ESMO Press Office (media@esmo.org) to obtain a temporary badge. Full details are available in the ESMO Third-party Media Activities Policy.

3.5 Types of Meetings

Activities such as internal meetings involving Congress delegates, press conferences, educational or promotional activities taking place either in or outside the congress centre but concomitant with or during breaks in the official ESMO Congress educational and scientific programme are subject to ESMO approval. Clear identification of the organisers, purpose, targeted participants and the full programme must be submitted for approval to ESMO (congress@esmo.org) at least 6 weeks prior to the event.

ESMO has created two meeting room categories namely: **Closed Industry Meetings** and **Meet the Investigator Time Slots** to allow sponsoring companies to organise different meeting formats within the congress centre during the congress hours.

Closed Industry Meeting

ESMO allows industries to organise staff meetings, briefings, advisory boards, client meetings or other type of closed meetings within the congress centre with the following requirements:

- Meeting “is closed” and by invitation only
- Maximum attendance is 35 guests
- Meeting is not promoted in the convention centre or in any ESMO 2014 publications
- Small meetings may take place in parallel with the official ESMO Congress educational and scientific programme provided they do not involve groups larger than 35 people and are limited in duration.
- If you plan to have an ESMO 2014 Speaker at your session make sure your chosen meeting slot does not conflict with his/her session(s)
- Media should not be invited and are not permitted to attend the meeting

Meeting rooms will be rented for a maximum duration of a day and can be booked through congress@esmo.org. Meetings rooms will be assigned on a first come, first served basis.

Meet the Investigator Studio Time Slots

Specially dedicated lecture room available for lectures, Q&A and scientific dissemination about investigator activities in non-marketed active agents.

- One room with capacity for 100 delegates, with access completely controlled by the sponsoring company
- Logistics: screen, laptop, projector, lectern, 1 microphone, 1 hostess
- Presentations of 30', all included, set up and dismantling of possible posters too
- Presentations one after the other, strict enforcing of timeslot allocation
- A schedule of the daily lectures (sponsoring company and slot time) will be published in the ESMO 2014 Programme Book and in the Meet the Investigator Area
- Companies can book single slots of 30 minutes
- Time slots must not be in conflict with satellite symposia
- If you plan to have an ESMO 2014 Speaker at your session make sure your chosen slot does not conflict with his/her session(s)

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25



MEET THE INVESTIGATOR STUDIO TIME SLOTS

Saturday, 27 September 2014

Time Slot
09:00-09:30
09:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00
12:00-12:30
14:30-15:00
15:00-15:30
15:30-16:00
16:00-16:30

Sunday, 28 September 2014

Time Slot
08:30-09:00
09:00-09:30
09:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00
12:00-12:30
14:30-15:00
15:00-15:30
15:30-16:00
16:00-16:30

Monday, 29 September 2014

Time Slot
08:30-09:00
09:00-09:30
09:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00
12:00-12:30
14:30-15:00
15:00-15:30
15:30-16:00
16:00-16:30

PROMOTION

**YOUR CAREER PATH
IS AS UNIQUE AS YOU ARE;
ESMO HELPS YOU
MAKE THE MOST
OF IT.**

4.0 Promotion of the Satellite symposium and other activities

4.1 Publications and On-site Advertising

Each company will ensure that all company publications referring to Satellite symposia mention: "ESMO 2014 Industry Satellite Symposium" in order to avoid any confusion with the official scientific programme. For this reason, all companies must submit a copy of the final publication to marketing@esmo.org and respect the following deadlines:

26 May 2014	Submit Company logo
16 June 2014	Send advertisements for Programme Book
14 July 2014	Send advertisement for Congress Newspaper
21 July 2014	Send bag inserts for evaluation
28 July 2014	Send satellite invitation weblink
4 August 2014	Submit artwork for on-site advertising

Shipment instructions for "bag inserts" will be given upon approval. ESMO accepts no responsibility for programmes which are submitted late.

ESMO suggests avoiding cultural or historical references in printed material and bears no responsibility should any such references cause offence.

Furthermore, ESMO bears no responsibility towards the delegates for the display, promotion or sale of therapies or services, neither are ESMO supporting those products or services for their sole promotion at ESMO 2014. However, ESMO reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach. Promotion of unapproved therapies (by regulatory authorities) is regulated by the local and European laws and ESMO bears no responsibility in case of a complaint based on such laws. Sponsoring companies are therefore advised to consult the Codes of Practice of their governing bodies for information and guidance on regulations around attendance at medical congresses. In all cases, sponsoring companies are responsible for ensuring that their promotion during the congress is legally and ethically acceptable in Spain.

4.2 Reproduction of logos

Each company is entitled to use the official logo of ESMO 2014 on invitations and promotional documents related to the approved Satellite symposium.

Companies are not allowed to use the ESMO corporate logo under any circumstances.

The ESMO Marketing Department (marketing@esmo.org) will provide the ESMO 2014 Congress logo as an electronic file upon request, but not before the draft of the invitation or other promotional material is submitted for approval.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25

4.3 Inviting participants

Inviting participants to your satellites has never been this easy and effective!

A month prior to ESMO 2014 satellite symposium organisers can now showcase their satellites via a digital satellite invitation/weblink in our Online Scientific Programme and invite delegates to find out more about their session(s).

Furthermore, in the ESMO 2014 E-Newsletter there will be a dedicated Industry Satellite Symposia section whereby all these digital invitations will be grouped.

From the 28 July 2014 your satellite invitation weblink will go live (this will be subject to prior submission before the 28 July 2014 deadline and subsequent approval by the ESMO Marketing Department).

The ESMO 2014 E-Newsletter will be sent out to all registered delegates in early September 2014.

To take full advantage of this unique opportunity and book this sponsorship product contact: marketing@esmo.org today!

Rules and Regulations:

ESMO reserves the right to refuse requested Weblinks should any web page be deemed to conflict with ESMO's ethics or interests.

- A weblink is a page or pdf, created by the sponsoring Industry, highlighting their Satellite.
- The content of the Weblink message must not make any statements about the quality or virtues of a sponsoring Industry and/or any of the Industry's product(s) either via text or visuals. With a Satellite Symposia: the content of the Weblink must solely state the:
 - Title of the session.
 - The names of the chairpersons and speakers.
 - Venue and timing of the ESMO approved scientific programme.
 - Remember that no product names or brand names are allowed in the title or in the scientific programme of the session.

- The deadline to submit your Weblink to marketing@esmo.org is the 28 July 2014. Your Weblink will undergo an internal approval procedure and Industry will be informed within 5 working days as to the status of approval.
- This page must not include links, hyperlinks, hot-spots or any means through which the advert can be linked to another site. There will be no exceptions made to this rule.
- The Weblink may consist of more than 1 virtual page, due to its' online nature, however no more than 2 pages can be included per Weblink.
- Under no circumstances may "Flash files" be allowed.
- Any requests for content or structure change/ amendments after the Weblink has been linked to the appropriate listing will not be actioned.
- To ensure that the ESMO 2014 Congress logo is properly protected, ESMO has defined guidelines for its use, which permit the use of the Congress logo under specific conditions.
- Cancellation of the Weblink should be sent in writing to the ESMO Marketing Department.
- The web page will only be linked once ESMO approval is confirmed and the payment for the sponsorship package is received.

The web page will only be linked once ESMO approval is confirmed and the payment for the satellite invitation weblink is received.

4.4 Inserts in the delegate bags

All Satellite symposia invitations must not be larger than A4 format and not heavier than 30 grams. Shipment and delivery instructions provided by the Congress Department must be respected. Shipment handling fees are not covered by ESMO.

Bag inserts must be submitted for approval to ESMO (marketing@esmo.org) by 21 July 2014.

ESMO bears no responsibility for the non-inclusion of leaflets in the delegate bags if the shipping instructions and deadline are not respected.

4.5 Advertisements

Advertisements are possible in Congress-related publications. Please contact marketing@esmo.org for further details.

4.6 Signage, display and distribution on site

For the display of programme posters, one designated poster board will be made available in the ESMO 2014 Industry Satellite Symposium Display Area and an additional display in front of the auditorium. In the ESMO 2014 Industry Satellite Symposium Display Area there will be a rack with:

- One A4 size plexi holder per session.
- Session organisers are responsible for storing the invitations and ensuring the racks are filled.
- Each company is responsible for printing sufficient invitations.
- Display racks will be available from Friday 26 September to Monday 29 September 2014.

The poster boards will be portrait (vertical). Please contact congress@esmo.org for the poster board sizes.

Instructions regarding signage, including set-up and dismantling times, auditorium decoration etc, will be provided by the ESMO Congress Department and must be fully respected at all times.

The display of posters is forbidden in other areas of the congress centre other than on the designated poster boards, throughout the congress period. Invitations and flyers may not be distributed to participants in any access to, or in public areas of, the congress centre, including between the metro station and the main entrance of the congress venue.

Flyers may, however, be distributed in front of the door(s) of the assigned auditorium no earlier than one (1) hour before the start of the Satellite symposium. 1 welcome desk will be available outside each session room.



Additionally, the venue strictly forbids sticking signage or other elements to any walls, doors or windows of the premises.

4.7 Promotion at congress hotels

The production, distribution or display of promotional materials at the hotels where participants are staying during the Congress is discouraged by ESMO. However, if such items are produced and distributed, their texts must follow the same rules as those that apply to other printed material (see 3.1). No assistance will be provided by ESMO or by the official housing service for the distribution of material or for the list of official Congress hotels.

4.8 Other promotional activities

Any other activity organised with the purpose of promoting the company's presence during the event or its products or services is subject to ESMO approval.

4.9 Promotion related to products and services

Companies holding Satellite symposia are responsible for obtaining relevant information and for complying with all Spanish and international rules and regulations related to advertising and promotion of all products and services mentioned as part of the satellite symposium. Advertising of a specific product or service does not mean acceptance by ESMO, and the sponsoring company is solely responsible for bringing its advertising into line with local and European laws, as applicable.

Any infraction(s) to our Industry Guidelines will follow the procedure outlined in the Terms and Conditions on page 25

GENERAL TERMS AND CONDITIONS

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at ESMO 2014 insofar as the contractual partners do not reach contrary agreements in writing.

Establishment of Contract

- Application for a sponsorship product(s)/service(s) is made by filling in and returning the sponsorship application form to ESMO.
- Only completed and signed application forms will be taken into consideration. By signing the sponsorship application form, the company accepts the conditions contained in the ESMO 2014 Industry Guidelines and any supplementary provisions.
- Confirmation of the allocation of any sponsorship product(s)/service(s) by ESMO in writing constitutes establishment of contract between the sponsoring company and ESMO.
- An invoice will then be sent by registered mail. The date of the assignment is considered to be the date of allocation. If the contents of the assignment deviate from the contents of the sponsoring company's application, the contract is based on the assignment issued by ESMO unless the company objects in writing within two weeks after the date the assignment was sent.

Appointed Agencies

- Application for any sponsorship product(s)/service(s) must be submitted by the sponsoring company under whose name each sponsorship item is to be listed. Correspondence in this regard must be made exclusively between the sponsoring company and ESMO.
- Sponsoring companies should inform ESMO in writing which agency is appointed. Otherwise no request from agencies will be taken into consideration.
- It is not the role of any given agency to make initial enquiries or reservations with ESMO independently of the sponsoring company.
- The sponsoring company is responsible for communicating these regulations to its staff and its appointed agencies.
- This named agency cannot fully act as if it were the sponsoring company itself and the sponsoring company will continue to be held entirely responsible and accountable for activities organised in its name.

Procedure

- Application.

For companies in the priority point ranking, applications for promotional opportunities must be received by the 12 November 2013 in order to be included in the first round of assignments.

- Priority point ranking status.

Between 1 August 2012 and 1 September 2013, ESMO will review all investments and compile the priority point ranking list. This ranking list will define the order in which requests of companies are processed.

When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.

Assignment

At each sponsoring company's turn for assignment, every effort will be made to:

- Offer the first, second and third choice made on the sponsorship application form subject to availability.
- Offer a real time selection of what is available if the 3 choices on the sponsorship application cannot be honoured.

To ensure each sponsoring company has a chance to choose a suitable opportunity, offers are valid for 48 hours (2 working days) unless the offer makes it clear that the opportunity is freely available. For this reason, please supply a reliable contact telephone number for an appropriate decision maker within the company.

Payment deadlines

Assignments will be cancelled automatically if the related cost has not been paid within the given time period. In such cases the cancellation fee will be applicable following the cancellation policy.

Terms of Payment

A first deposit of 50% of the total rate will be sent within 2 weeks following the confirmation. Payment is due within 30 days following the date of the invoice.

The balance (50%) is due not later than 16 June 2014. Corresponding invoices will be sent out by ESMO in due time before the deadline for receipt of payment.

If charges are not paid within the prescribed time, the item will be released and any loss incurred by ESMO by such non-payment shall be made good by the defaulting sponsoring company.

Exclusivity

Sponsoring companies that invest in the Abstract USB or the Posters on CD have an exclusivity period from the start of ESMO 2014 and for the 3 months after the congress. If a sponsor wishes to extend its exclusivity period a formal request needs to be received before the 2 December 2014.

Cancellation Policy

The company cancelling its support after the official application has been accepted will be liable to pay the following fees:

- If the sponsorship product(s)/service(s) cannot be reallocated to another company.
- 25 % of the total rate, if the cancellation request is received in writing by 31 December 2013.
- 50 % of the total rate, if the cancellation request is received in writing between 31 December 2013 and 31 March 2014.
- 100 % of the total rate, if the cancellation request is received in writing after 31 March 2014.
- If the item can be reallocated to another sponsoring company, the former sponsoring company will receive a full refund of deposit(s) paid and less the administrative fees of 10% on the total sponsorship investment.

Administration fees/invoicing changes

Invoices will be addressed according to the invoicing data provided by the sponsoring company. Please note, if a billing change is requested (i.e. company name change or address change), an administration fee of 70 EUR (Excluding VAT) will be charged to the company.

Indebtedness

Payments not received by the first day of the Congress (Friday 26 September 2014) will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after ESMO 2014 but not later than 31 December 2014. The sponsoring company will not be entitled to any interest that the organiser may have derived from deposits made. All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation or reduction of sponsorship will be at the charge of the sponsoring company.

Postponement or Abandonment

ESMO reserves the right to postpone the Congress including the technical exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the Congress or any of its parts, ESMO cannot be held liable for any costs, expenses and damages (including, but not limited to direct or consequential damages, loss of opportunity, loss of use, or loss of revenue or profit) incurred in connection with the postponement or abandonment.

Unexpected cancellation of the event: ESMO reserves the right to cancel without notice or compensation ESMO 2014 in the event of force majeure cases (e.g. strikes, riots, fires, flood, terrorist attacks, governmental actions and regulations, damages or other fatal occurrences). In such cases, ESMO is not liable for failure to perform any obligation hereunder but will reimburse any payments received from the sponsoring company less any costs incurred while preparing the event.

Limitation of Liability of ESMO

ESMO shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence or default of an employee, director, representative or contractor. Nor shall ESMO be liable to the sponsoring company for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

Bankruptcy or Liquidation

In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, ESMO shall be at liberty to terminate immediately the contract with the sponsoring company, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

Security and Insurance

Neither ESMO nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, ESMO nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify ESMO and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

As ESMO and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should affect his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue ESMO for any previously listed risks.

Enforcement of Rules

Applies equally to all. All companies investing in sponsorship at ESMO 2014 must comply with all rules and policies established by ESMO.

Violation Procedure

The procedure for policing and enforcing the violation is as follows: When noticing a violation, ESMO staff will ask the company to correct the situation according to the applicable regulations.

If the company refuses to comply, ESMO staff will report alleged violations to the Congress Committee. After considering the available evidence, a representative of the relevant sponsoring company will be invited to present the company's view, after which the Committee will give its opinion.

This will be confirmed in writing after ESMO 2014. Appeals may be made to the ESMO Management.

Penalties

- First violation: No accrual of points for the year.
- Second violation: No accrual of points plus the loss of all accrued points to date.
- Third violation: No right to participate at the next ESMO Congress.

Claims Procedures, Place of Performance and Jurisdiction

All claims by the company booking any sponsorship product(s)/service(s) against ESMO must be in writing. The maximum time lapse is 3 months from the closure of ESMO 2014. Agreements which deviate from these conditions or from the supplementary regulations must be in writing; facsimile signature suffices. The contract is governed exclusively by Swiss law; the English text is authoritative.

Non-smoking policy

The ESMO Congress is a non-smoking event.

Final Clause

In cases not covered by the regulations in these Industry Guidelines, ESMO interpretation shall be final.



The sponsorship point system has been designed to recognise sponsor investment in ESMO projects and sponsorship points are allocated in acknowledgement of each EUR 10,000 of sponsorship investment.

- a. Accrued sponsorship points define the position of each company in the ESMO sponsors priority list. The priority list identifies companies that will be offered visibility at, and privileged within, events such as the ESMO Congress and related activities, for example satellite symposia, exhibition space, hotel accommodation, etc.
- b. When an equal number of points are held by 2 or more sponsoring companies, promotional opportunities will be assigned according to the monetary value of the requested opportunities.
- c. ESMO nevertheless retains the right to privilege smaller emerging companies when their products are innovative and the Society feels that their participation in the event would be of benefit to delegates. When satellite symposia are assigned in relation to this clause, the company guarantees that the programme will not be presented elsewhere before the ESMO Congress. Furthermore, all sponsorship items assigned in relation to this clause are subject to specific terms and conditions.
- d. Sponsorship points are cumulative, but expire at the end of the 24th month after which they have been allocated.
- e. ESMO recognises the importance of long-term relationships. To this end, 2 points will be assigned to companies for their presence and loyalty on a yearly basis for a minimum of EUR 10,000 of support. The 2 points will not expire. However, for each calendar year during which a company has not been present (with any kind of support), the 2 points are deducted from the company's record.

ESMO PRIORITY LIST RANKING

1	Roche	51	Leica Biosys.
2	Novartis	52	Taiho Pharma
3	Eli Lilly	53	Ipsogen
4	Amgen	54	Orion
5	BMS	55	Nordic Pharma
6	Pfizer	56	Karl Storz GmbH
7	Merck Serono	57	Ariad
8	Janssen	58	Qiagen
9	Astellas	59	Genesis
10	Bayer	60	Covidien
11	Sanofi	61	Microsulis Medical Ltd
12	Boehringer-Ingelheim	62	NanoString
13	GSK	63	Robapharm
14	PharmaMar	64	Veridex
15	Takeda	65	Baxter
16	Celgene	66	Onkovis
17	Teva	67	ELEKTA Ltd.
18	Daiichi-Sankyo	68	Sciclone
19	Astra Zeneca	69	EFFE EMME
20	Genomic Health	70	Bavarian Nordic
21	Prime Oncology	71	EXELIXIS
22	MERCK SHARP & DOHME	72	Aenorasis
23	Pierre Fabre	73	PT Kalbe Farma
24	GE Healthcare	74	Articulate Science
25	Abbott	75	ICC Lowe /Agennix
26	Helsinn	76	Myriad
27	Menarini	77	Oncogenex Pharmaceuticals
28	Delcath	78	AVEO
29	Hospira	79	Biotech Pharma
30	Caris Life Science	80	Sona
31	Varian	81	Cromosource
32	Grünenthal	82	Globo Asiatico
33	Serono Symposia Int. Found.	83	Infinity Pharmaceuticals
34	Morphotek	84	Aspen Pharma
35	Eisai	85	Hexal
36	Sigma-Tau	86	Hikma
37	Vifor	87	Omnicare
38	Imedex, Inc.	88	ALMAC
39	Fresenius Kabi	89	Spectropath
40	Weleda	90	Median
41	BRG	91	Dr. Reddy's Laboratories
42	Skeletal Care Academy	92	EGIS
43	ImClone Systems	93	Nolver
44	Agendia AB	94	ICS - Ideal Clinical Software
45	Sividon	95	PRMA
46	Agennix	96	Altos Solution
47	Ipsen	97	CATO
48	Biocompatibles UK Ltd	98	IPSOS
49	Nutricia	99	KPS Molekulardiagnostik
50	Celltrion	100	Labceutics

ESMO would like to thank all of our industry partners for their continued support at our congresses and we look forward to bring the best of the science together with you in Madrid.



European Society for Medical Oncology