



**PERSONALISED
MEDICINE SYMPOSIUM**

SIGNALLING PATHWAYS
IN CANCER

Barcelona, Spain
13-14 MARCH 2015

Save the date

INDUSTRY GUIDELINES

**ESMO SYMPOSIUM ON SIGNALLING PATHWAYS
TARGETING THE MAPK PATHWAY: FROM RAS TO MEK
13 - 14 MARCH 2015
BARCELONA, SPAIN**

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INTRODUCTION

After an outstanding 2nd edition in 2014, we would proudly like to present the 3rd ESMO Symposium on Signalling Pathways in Cancer. The main goal of this symposium is to provide an educational, comprehensive update to oncology professionals regarding the current scientific developments that stand behind molecular pathways leading to more personalised approach in the treatment of cancer.

The 2015 Symposium will concentrate on targeting the MAPK pathway: from RAS to MEK. The programme will cover preclinical data and genetics relevant for the understanding of the functional mechanisms in the RAS/ERK/MEK pathway, regulation of MAPK signalling, the rationale and strategies to inhibiting the pathway, biomarkers, mechanisms of resistance, as well as how to overcome it, and some important interactions with other pathways.

Updates will also be provided on different aspects important for rational clinical development of novel RAS/ERK/MEK inhibitors, as well as an exploration – from a clinical perspective- of recent achievements and data from ongoing research and clinical trials, targeting the axes of the MAPK pathway across a wide range of solid tumours.

We are confident that attendees will benefit from this meeting and we look forward to seeing you again in further editions.

CONFERENCE OFFICERS

Scientific Committee:

Giampaolo Tortora, Verona, Italy, Co-Chair

Solange Peters, Lausanne, Switzerland, Co-Chair

Mariano Barbacid, Madrid, Spain

Alberto Bardelli, Candiolo, Italy

René Bernards, Amsterdam, Netherlands

Jean-Yves Douillard, Nantes-Saint-Herblain, France

Richard Marais, Manchester, United Kingdom

Cristiana Sessa, Bellinzona, Switzerland

Egbert Smit, Amsterdam, Netherlands

KEY DATES

Programme deadlines

13 – 14 March 2014 ESMO Symposium on Signalling Pathways

Registration deadlines

21 January 2015 Early registration

18 February 2015 Late registration and pre-registration closure

Publication deadlines

16 January 2015 Company and product description

19 January 2015 Advert deadline for programme book

CONFERENCE STATISTICS

Over 200 delegates are expected to attend the 3rd ESMO Symposium on Signalling Pathways. Please find below key statistics from the past editions which we trust will demonstrate the relevance and importance of increasing your visibility and participation at this unique Conference.

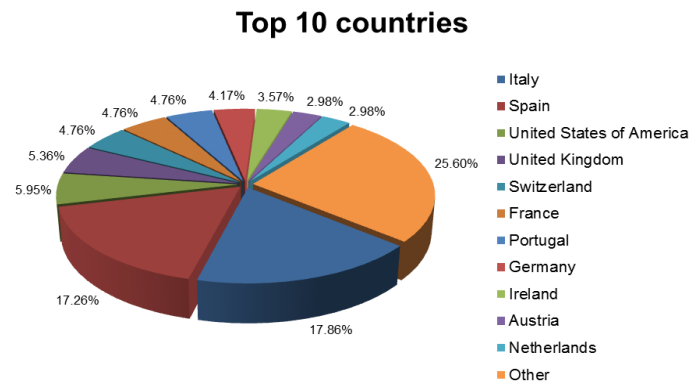
Registration data

Detailed attendance based on registration fees paid

Year	2013	2014
Delegates	83	67
Invited Speakers	31	22
Travel Grant	38	72
Free registration	14	6
Total Participants	166	167
Press	3	1
Total Participants	169	168

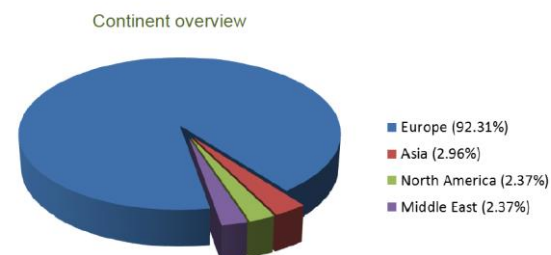
Top ten countries

Country	participants	%
Italy	30	17.86%
Spain	29	17.26%
United States of America	10	5.95%
United Kingdom	9	5.36%
Switzerland	8	4.76%
France	8	4.76%
Portugal	8	4.76%
Germany	7	4.17%
Ireland	6	3.57%
Austria	5	2.98%
Netherlands	5	2.98%



Attendance by region

Year	2013		2014	
Participants	169	100%	168	100%
Represented countries	31		38	
Europe	156	92.31%	136	80.95%
North America	4	2.37%	12	7.14%
Central/South America	0	0%	5	2.98%
Asia	5	2.96%	2	1.19%
Middle East	4	2.37%	9	5.36%
Africa	0	0%	1	0.60%
Oceania	0	0%	3	1.79%



ESMO PRIORITY LIST

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, Industry display area 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.

GENERAL INFORMATION

VENUE

Venue information

The ESMO Symposium on Signalling Pathways in Cancer 2014 will be held at the:

Meliá Barcelona Sky

C/ Pere IV, 272-286

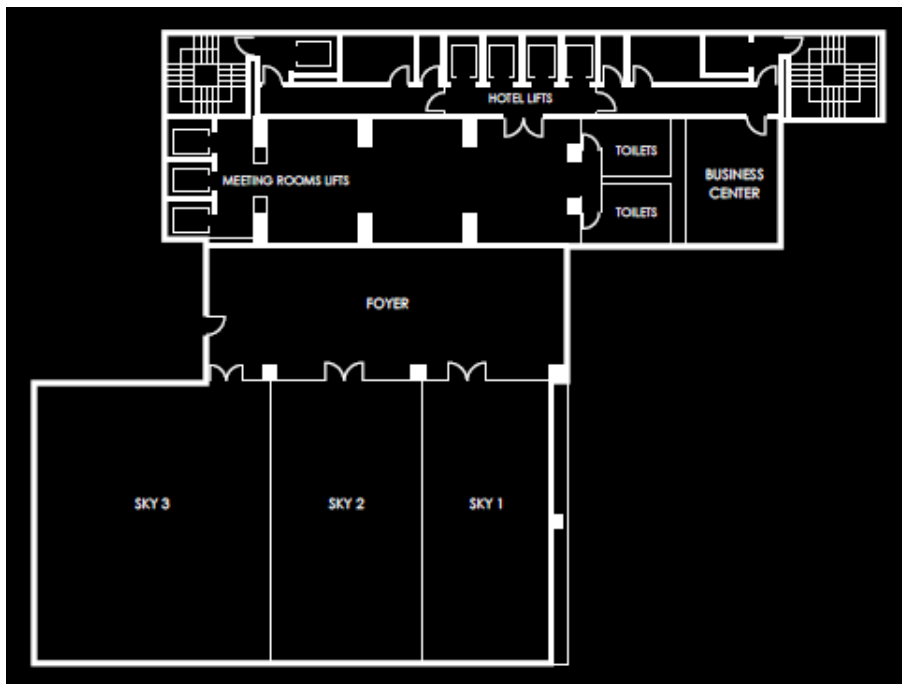
08005 Barcelona, Spain

<http://www.melia.com/en/hotels/spain/barcelona/melia-barcelona-sky/index.html>

The Meliá Barcelona Sky is located 19 km away from Barcelona International Airport (BCN).

Venue overview

The venue Convention centre is located on level 2. Here the overview:



Sky Room

Plenary hall

Business centre

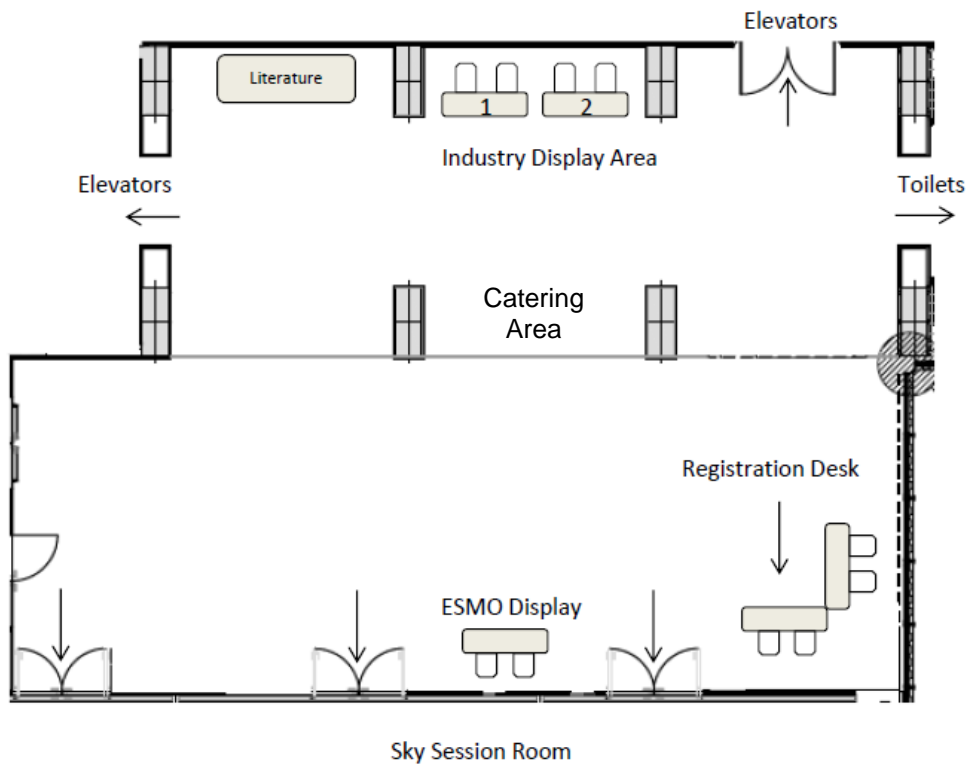
Speaker centre

Foyer

Industry Display area & catering area

Industry Display area

The Industry Display area is located in the Foyer of the venue Convention centre. Here the overview:



CONTACTS

Signalling Pathways in Cancer Symposium Secretariat

ESMO Head Office

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Media relations

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+41 (0)91 973 19 07

Venue

Meliá Barcelona Sky

Laia Badia

laia.badia@melia.com

+ 34 93 367 20 50

Accommodation

ESMO secured preferential rates at the Meliá Barcelona Sky for the attendees of the ESMO Symposium on Signalling Pathways in Cancer 2015:

- **Twin room for single use € 115 + VAT**
- **Twin room for double use € 130 + VAT**

You can book directly your accommodation through the Symposium website.

The Meliá Barcelona Sky is also the event venue!

INDUSTRY DISPLAY AREA POLICY

CONTACTS

Venue

Meliá Barcelona Sky
C/ Pere IV, 272-286
08005 Barcelona
Spain

Contact	Laia Badia
Telephone	+ 34 93 367 20 50
E-mail	laia.badia@melia.com

Shipping instructions

All consignments must be addressed to:

Meliá Barcelona Sky
C/ Pere IV, 272-286
08005 Barcelona
Spain
Kind attention of **Conference Department**

All good must be labelled as follows:

- Booth Material: **ESMO Symposium on Signalling Pathways in Cancer – Company name – Display area no.**
- Bag inserts (200 Copies): **ESMO Symposium on Signalling Pathways in Cancer – Company name – INSERTS**

Deadlines for delivery: **10 March 2015**

GENERAL CONFERENCE SCHEDULE

SETUP HOURS

Friday, March 13, 08:00–13:00

INDUSTRY DISPLAY AREA HOURS

Friday, March 13, 13:30–19:00
Saturday, March 14, 08:30–15:15

DISMANTLING HOURS

Saturday, March 14, 15:30–19:00

Delegates will still be in the venue until 16:00 so please take care with your dismantling.

REGISTRATION HOURS

Friday, March 13, 12:00–18:00
Saturday, March 14, 08:00–15:30

COFFEE BREAKS AND LUNCH TIME

Friday, 13 March, 15:50-16:20
Saturday, 14 March, 10:25-10:45, 12:40-13:30

Coffee breaks and lunch will be served in the foyer.

Time subject to change, please review programme book

WELCOME RECEPTION

The Welcome Reception will take place on Friday, 13 March 2015 from 18:00 to 19:00 in the Industry display area.

Delegates, invited speakers and exhibitors are invited to join this event!

VENUE TECHNICAL SPECIFICATIONS

All exhibits must be confined to the spatial limits of their display area, as indicated in the final floor plan. No part of any exhibit may be suspended from the ceiling or attached to any part of the building (walls included).

The display area option includes:

- Display space
- 1 back wall (250x103 cm)
- 1 desk
- 2 chairs



Back wall picture

SIGNALLING PATHWAYS TRADE INDUSTRY DISPLAY AREA RULES

1. Unapproved therapies

The organisers bear no responsibility towards the delegates for the display, promotion or sale of therapies or services. Nor are the organisers supporting those products or services for their sole promotion at the Signalling Pathways events. However, the Symposium Secretariat 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 the Symposium Secretariat bear 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. The penalty that will be reflected in the company's sponsorship record for infractions to these laws will be assessed by the Symposium Secretariat.

2. Duration of the Industry display area

The Industry display area will run from Friday, 13 March 2015 to the end of the Symposium on Saturday, 14 March 2015.

3. Concomitant activities

Concomitant activities (internal meetings involving delegates, press Symposiums, educational or promotional activities) in the Symposium venue or outside but concomitantly to or during breaks of the scientific programme of the Symposium are subject to the Symposium Secretariat approval. Clear identification of the organisers, the purpose, the targeted participants, and the full programme has to be submitted to the Symposium Secretariat at least 6 weeks prior to the event for approval. Press Symposiums are subject to the specific Policy. Blackout times: 13 March 13:30-19:00 and 14 March 08:30-15:15.

4. Use of the Symposium logo

The Symposium names and/or logos may not be part of any exhibitor-distributed materials. The use of the Symposium title and logo on distributed material is subject to approval by the ESMO Events Sponsorship Department.

5. Promotion of the exhibit

5.1 General note:

The Symposium Secretariat advises to avoid cultural or historical references on promotional material and bear no responsibilities in case these cause offence.

5.2 Display, projection or distribution of promotional materials on site:

All these activities must be confined in the company's assigned Industry display area space

and are not allowed in any other area in, or leading to, the Symposium venue.

5.3 Advertisements:

Advertisement of the exhibit is possible in the programme book and depends on the chosen sponsorship package. All advertisements for the programme book are subject to approval by the ESMO Events Sponsorship Department. Promotion of a specific product does not mean acceptance or sponsorship by the ESMO Events Sponsorship Department and it is under the responsibility of the sponsoring company, to comply with Spanish and European laws, where applicable.

5.4 Promotion at Symposium hotels:

The distribution or display of promotional materials at the hotels where participants are staying during the Symposium is discouraged by the Symposium Secretariat. However, if produced, the content must follow the same rules defined by the Symposium Secretariat in this policy.

5.5 Other promotional activities

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

6. Identification of the exhibitors

False certification of individuals as exhibitor's representatives, misuse of exhibitor badges, or any other method assisting unauthorised persons access to the exhibit floor will be just cause for expelling the violator from the Industry display area or barring him from further entrance to the exhibit floor, or removing his exhibit from the Industry display area floor without obligation on the part of the Symposium Secretariat for refund of any fees.

7. Subletting of space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the Symposium facility is strictly prohibited.

8. Admission rights

Admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models or similar personnel not commercially connected with the industry may be employed to assist in the industry display space; The Symposium Secretariat may refuse or expel any person whose behaviour or clothing is considered incompatible with the image of the event, or who refuses to comply with the local safety rules. Participants fully registered to the Symposium and exhibitors wearing the exhibitors' badge may enter the Industry display area hall. Exhibitors must treat

all participants/visitors in a courteous and fair manner. Discrimination against participants/visitors according to their nationality, academic position, or any other factor is against these Industry Guidelines and will affect the future conference attendance of the company in question.

9. Surveys

Surveys are authorised only in the limits of the company's assigned industry display space. The appointed personnel must be identifiable at all times as member of a "marketing research team".

10. Press badges

Representatives of communication agencies with media credentials will be assigned a press badge at no charge. The press badge does not authorise any promotional or commercial activity, or any unsolicited contacts with any delegates for purposes other than bona fide journalistic coverage of the event.

11. Industry Display Space restrictions

Exhibits must conform to the contracted space and all display rules as set forth in these Industry Guidelines. Any aspect that is not covered by these Industry Guidelines is subject to approval by the Symposium Secretariat and by the Venue's Technical Service Department Exhibits or displays must not obstruct the view or interfere in any way with the displays of neighbouring exhibits. Aisles and gangways must at all times be kept clear and free for passage and all emergency exits and access to service areas are to be kept clear at all times and not restricted or rendered unrecognizable. Any exposed part of the display must be covered not to be objectionable to the other exhibitors, or in the best overall interest of the Industry display area. All business and selling demonstrations shall be confined to the exhibitor's own booth. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

12. Management of the display space

Exhibits must remain fully intact and staffed at all times. Dismantling of exhibits and removal of

products or display material is limited only to published dismantling hours.

13. Audio and visual activities

The projection of films and slides; any amplification with the aid of loudspeakers; the production of music and/or sound; as well as the use of lighting, computer monitors and television screens is acceptable within the stand/Industry Display space as long as no disturbance is caused. Sound and lighting effects should be contained within each stand/Industry Display area. If the Symposium Secretariat judges that a disturbance is being caused, the Exhibitor is to halt the activity immediately. If this is not done, the Symposium Secretariat reserves the right to make the necessary arrangements at the expense of the Exhibitor. A refusal to lower the sound level or halt an activity will be considered a violation of these Industry Guidelines. Licensing for copyrighted work is the sole responsibility of the exhibitor.

14. Catering

Exhibitors may not sell or serve food or drink for consumption on the premises. Serving alcoholic beverages on stands/Industry Display Areas is strictly forbidden. All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee a healthy and balanced catering service to their delegates. All catering should be ordered through the venue contact: laia.badia@melia.com

15. Social functions/activities

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any scheduled meetings or activities conducted by the Symposium Secretariat. No programmatic activities or scientific/educational activities may take place during exhibitor/sponsored functions. Self-assessment tests, computer assisted learning which the delegate can choose to start and end at his/her own wish are allowed.

16. Giveaways

Giveaways should have a professional nature and be limited in value. Sharp, pointy or other potentially dangerous objects are not allowed.

General Terms and Conditions

The following conditions of participation refer to the booking of any sponsorship product(s)/service(s) at the ESMO Symposium on Signalling Pathways 2015 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 Symposium on Signalling Pathways 2015 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

- Send Application Form.

Assignment

- Will be done on a first come, first served basis.

To ensure each sponsoring company has a chance to choose a suitable Industry Display Space, 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

Payment is due within 30 days following the date of the invoice.

Cancellation Policy

The company cancelling its support after the official application has been accepted and the corresponding sponsorship package has been assigned will be liable to a 100% cancellation fee.

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 start of the ESMO Symposium on Signalling Pathways 2015 will be subject to a 10% penalty fee on the total sponsorship investment.

Refunds

Any refunds of deposits paid will be made after the ESMO Symposium on Signalling Pathways 2015 but not later than 31 December 2015. 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 event including the Industry Display Area, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the ESMO Symposium on Signalling Pathways 2015 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 the ESMO Symposium on Signalling Pathways 2015 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 the ESMO Symposium on Signalling Pathways 2015 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 the ESMO Symposium on Signalling Pathways 2015. 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 event.

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 the ESMO Symposium on Signalling Pathways 2015. 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 Symposium on Signalling Pathways 2015 is a non-smoking event.

Final Clause

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

DISPLAY AREA REGISTRATION

To order your exhibitor badges and register your staff, please write to the Signalling Pathways Symposium Secretariat at registration@esmo.org by 4 February 2015.

Exhibitor badges are available only for staff members, owners or representatives of exhibiting companies.

An “Exhibitor” badge authorises access to the Industry display area only.

Exhibitor badges are free of charge. They do not include receipt of the Symposium folder.

Exhibitor badges are distributed onsite only at the Pre-registration desk. They will be given all together to ONE company representative who will be then responsible for their distribution to company staff members.

The printed Exhibitor badges will show the company name and country (obligatory requirement) and, if indicated, the staff members’ first and last names.

For last-minute changes the ordering of a certain number of badges displaying the company name only is strongly recommended.